PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

CARL, *the little dog who could talk*

OR: IGNORING ANY REFERENCE TO A SUBWAY AND SUCH, WOR'S GOT A PLACE IN THIS FABLE, TOO . . .

ONCE UPON a time there was a little dog named Carl.

Carl had very white paws, but mostly he was taffy-brown and nobody ever heard him snarl.

He belonged originally to a man named Mr. Mawbridge

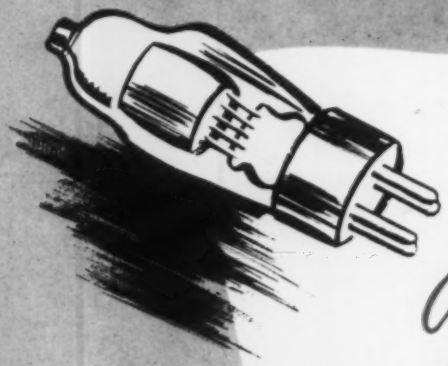
Whose house one got to by walking over a Brooklyn drawbridge.

However, one day Carl caught a cold and Mr. Mawbridge, who was quite a hypochondriac and not what people would call kind,

Said, "Look, Carl, here's a dollar in change. Now, *please* go someplace and enjoy yourself; because if you don't, those germs are just going to drive me out of my mind."

Continued on pages 26 and 27

neighbors often come aborrowing



And good neighbors are always glad to lend

WHEN MRS. HAMLIN couldn't find an essential radio tube in her home town of Freeport, Illinois, she thought right away of her neighbor, WLS—and wrote us about her problem, as so many Midwest folks do.

UNABLE TO READ much because of eye-trouble, shut in most of the time, Mrs. Hamlin relies on her radio for pleasure, for news, even for companionship. Without it, she is lost and lonely.

WLS, LIKE ANY GOOD NEIGHBOR, hunted up one of the very scarce tubes and sent it to her. Such service is not a part of broadcasting—but it is *very much* a part of being the trusted friend of millions of listener-neighbors throughout Midwest America.

22 years of broadcasting SERVICE

WLS

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

A Clear Channel Station CHICAGO 7

50,000 watts, 890 KC. American Affiliate. Represented by JOHN BLAIR & COMPANY. Affiliated in Management with KOY Phoenix, and the ARIZONA NETWORK — KOY Phoenix · KTUC Tucson · KSUN Bisbee-Lowell-Douglas

Publi

In tune with the market

Philadelphia can't seem to get enough fine music.
In a recent survey, 4 out of 10 said they
wanted *more* symphonic and light classic programs.
That's why so many of them listen regularly to WPEN.

Today WPEN is giving discriminating listeners in
the Philadelphia market more good music than ever before.
And doing it every day — at hours when the audience is biggest.

No wonder thousands of Philadelphia listeners have turned
to WPEN since this station has been owned and
operated by *The Evening Bulletin,* the largest evening newspaper
in America. In music, they count on WPEN for the best.

950
WPEN
258
WPEN-FM
THE STATIONS FOR PHILADELPHIANS

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY
New York • Chicago • Detroit • Atlanta
San Francisco • Los Angeles

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
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BROADCASTING... at deadline

Closed Circuit

FIRST authentic movie of radio's development, under working title "Magic in the Air." goes into production late summer or early fall. With 2½ million dollar budget, production will be under Jerrold T. Brandt, 32-year-old independent producer just out of Navy where he produced 150 service documentaries. Writer is Lee Gold, formerly MGM. Actual call letters and names will be used. Release expected to be through RKO or Paramount.

ALTHOUGH it wasn't publicized, Lieut. Gen. Walter Bedell Smith, our new ambassador to Russia, was seriously proposed for NAB presidency last year. As chief of staff to Supreme Allied Commander Eisenhower in ETO, General Smith won respect of numerous radio executives with whom he had dealings—among them Brig. Gen. David Sarnoff, RCA-NBC top man; Col. William S. Paley, CBS board chairman, and Capt. Harry C. Butcher, General Ike's radio aide.

INS through its general manager, Seymour Berkson, is considering special deal with Washington radio news bureau. If it eventuates, INS will go into program production field as did AP recently.

IS EX-FCC Chairman James Lawrence Fly pondering return to government? Fortnight ago he visited President Truman. His former assistant in private practice, Ed Jorgenson, has rejoined FCC as assistant to general counsel. Until he left FCC in 1944 he had been in continuous government service practically all his adult life. Should he return, it will be in important position, possibly Missouri Valley Authority. Prior to radio, he was general counsel of TVA and did bang-up job.

FROM another quarter is word Mr. Fly may file application soon for 5 kw AM station in Ohio to be programmed throughout for rural listeners. Understood backer is powerful Ohio Farm Bureau, rural cooperative. Former Ohio station manager is advising bureau on management. Station probably to be located centrally near Columbus, on 300 acre farm.

ANOTHER FM network that is in the works for Ohio involves commercial licensees. Plan is to connect by transmitter-to-transmitter broadcasting, without use of lines, supplementing with booster stations where needed. Organization activity on project is centering in Mansfield, O., and participants mostly are from medium-sized cities such as Athens and Alliance. Attempts may be made at next regular session of Ohio General Assembly to appropriate funds of considerable magnitude to launch an all-Ohio educational FM network.

FCC double talk on program control as witnessed on one hand by its "blue book" flailing commercial radio and on other in its WOKO SCOTUS appeal alleging it has no authority

(*Continued on page 94*)

Upcoming

April 1: Canadian Assn. of Broadcasters Board, CAB Hqtrs., Toronto.

April 2: FM application hearings before Comr. Jett, Boston.

April 2: Joske Radio Advertising and Retail Advisory Committees, joint meeting, BMB Hqtrs., New York.

April 8: Industry Music Committee and AFM Negotiating Committee, AFM Hqtrs., 570 Lexington Ave., New York.

April 10: Radio News Clinic, New York State Stations, Hotel Utica, Utica.

April 10-11: AAAA Annual Meeting, Waldorf-Astoria, New York.

(FCC Hearings, page 88.)

Bulletins

F. H. LaGUARDIA, who Friday formally accepted director generalship of UNRRA, will continue commercial commitments on ABC for *Liberty* as long as new duties permit. *Liberty* officials expressed happiness at honor given him, want him to take UNRRA post, will not hold him to contract if he feels he has to relinquish broadcast. Former New York mayor scheduled to take over post today.

WITH receipt of contracts from WTAQ Green Bay, Wis., and WHBY, Appleton, Wis., Friday afternoon, BMB announced total of 706 station subscribers for its first study. Deadline is today. (Earlier story, page 83.)

FINAL decisions granting local standard stations to Air-Waves Inc., Baton Rouge, La., and Southern Tier Radio Service Inc., Binghamton, N. Y., announced late Friday by FCC. Both applications had been pending for nearly five years, action having been withheld because of war freeze. Air-Waves application was considered with that of Louisiana Communications Inc., both seeking 1400 kc, with 250 w unlimited. Hearings were held in January 1942 and September 1944. Question of local interests of owners entered into decision favoring Air-Waves [BROADCASTING, Jan. 21]. Southern Tier application for 1490 kc, 250 w unlimited was contested by Binghamton Press Co., a Frank E. Gannett holding. Questions of local residence and newspaper ownership influenced Commission decision [BROADCASTING, Jan. 14].

DOUGLAS COULTER LEAVES CBS PROGRAM POST

DOUGLAS COULTER, CBS vice president and director of commercial program development, resigns effective April 12. Future plans not announced. Mr. Coulter joined CBS 10 years ago as asistant director of broadcasts, after 11 years with N. W. Ayer & Son as vice president in charge of radio. In 1938 he was made CBS director of broadcasts and in 1943 elected vice president in charge of programs.

Business Briefly

ICED COFFEE SPOTS ● Pan American Coffee Bureau and National Coffee Assn., New York, June 1, for summer season, start spot campaign throughout country promoting iced coffee. Two musical transcriptions being sent coffee dealers for local use. Agency, J. M. Mathes Inc., New York.

TONI CREME SCHEDULE ● Noma Inc., Minneapolis (Toni Creme wave), April 8 begins *Myrt & Marge* daily on WMBD Peoria, Ill., Kenny Baker three times weekly on WHP Harrisburg, Pa., same show twice weekly on KHQ Spokane, Wash. Sponsor April 28 to start yet unpicked quarter-hour show on KCMO Kansas City. Till forbid contracts placed by J. Walter Thompson Co., Chicago.

RIGGIO APPOINTS ● Riggio Tobacco Corp., Brooklyn, (Regents cigarettes) appointed Ridgeway, Ferry & Yocum, New York, to handle advertising. Plans for spot radio being considered.

CRC BUDGET ● Columbia Recording Corp., Bridgeport, CBS subsidiary, appointed McCann-Erickson, New York, as advertising agency, effective July 1, with Arthur J. Kemp as account executive. Advertising budget reportedly about $750,000, most of it earmarked for spot radio. Company now sponsors *Columbia Record Shop* on more than 50 stations, placed by Benton & Bowles, New York.

NAB 7TH DISTRICT JOINS ATTACK ON FCC REPORT

ON SECOND day of Cincinnati session of NAB 7th District Friday nine resolutions were adopted, among them one seeking relief from program report issued March 7 by FCC (early story on page 18).

The resolutions: Calling on NAB president and officers to appraise record of broadcasters and to seek route of quickest relief from FCC program report, if necessary before Supreme Court; seeking relief from restrictions on new construction; pledging support to President Miller; urging all Ohio-Kentucky broadcasters to become BMB members; urging active support of BMI; expressing appreciation to WCPO, WKRC WCKY WLW and WSAI, Cincinnati host stations; extending sympathy to J. D. Shouse, Avco Corp. vice president and WLW general manager, an NAB director, unable to attend sessions due to illness; urging national pattern for establishment of uniform time in each zone; expressing appreciation to J. Harold Ryan, vice president and treasurer of Fort Industry Co., former NAB president.

In concluding session Don Ioset, WMOH Hamilton, presided at small market stations session; J. Porter Smith, WGRC Louisville, and district public relations chairman, directed a meeting on that subject; Charles Topmiller, chief engineer, WCKY, was chairman of engineering session; Ed Willis, Nunn stations, presided at sales managers clinic.

Mr. Miller addressed over 75 newspaper and radio people at Cincinnati's Cuvier Press Club at lunch Friday, appealing for support of campaign to resist the principle of FCC program supervision.

A station used consistently year after year by an overwhelming majority of local advertisers — those in the know — obviously pays off in sales results. In a nutshell, that's the story with WTAG, preferred and used by more than 100 local advertisers, representing practically every type of local business. Here is a sample of the wide variety of WTAG's locally produced and sponsored programs:

CHILDREN'S PROGRAM
Department Store

ROVING REPORTER
Men's Haberdashery

DANCE MUSIC
Leading Hotel

SPORTS BROADCAST
Automobile Dealer

BOY AND GIRL SHOW
Department Store

VETERANS PROGRAM
Clothing Store

NEWS BROADCASTS
Baking Company

BREAKFAST PARTY
Retail Grocery Store Group

WEATHER TIME
Savings Bank

And here's further proof of WTAG acceptance. Rating high with retailers, because it rates high with listeners, WTAG's Hooper ratings all day seven days a week are greater than those of all other stations in this big, prosperous market *combined.*

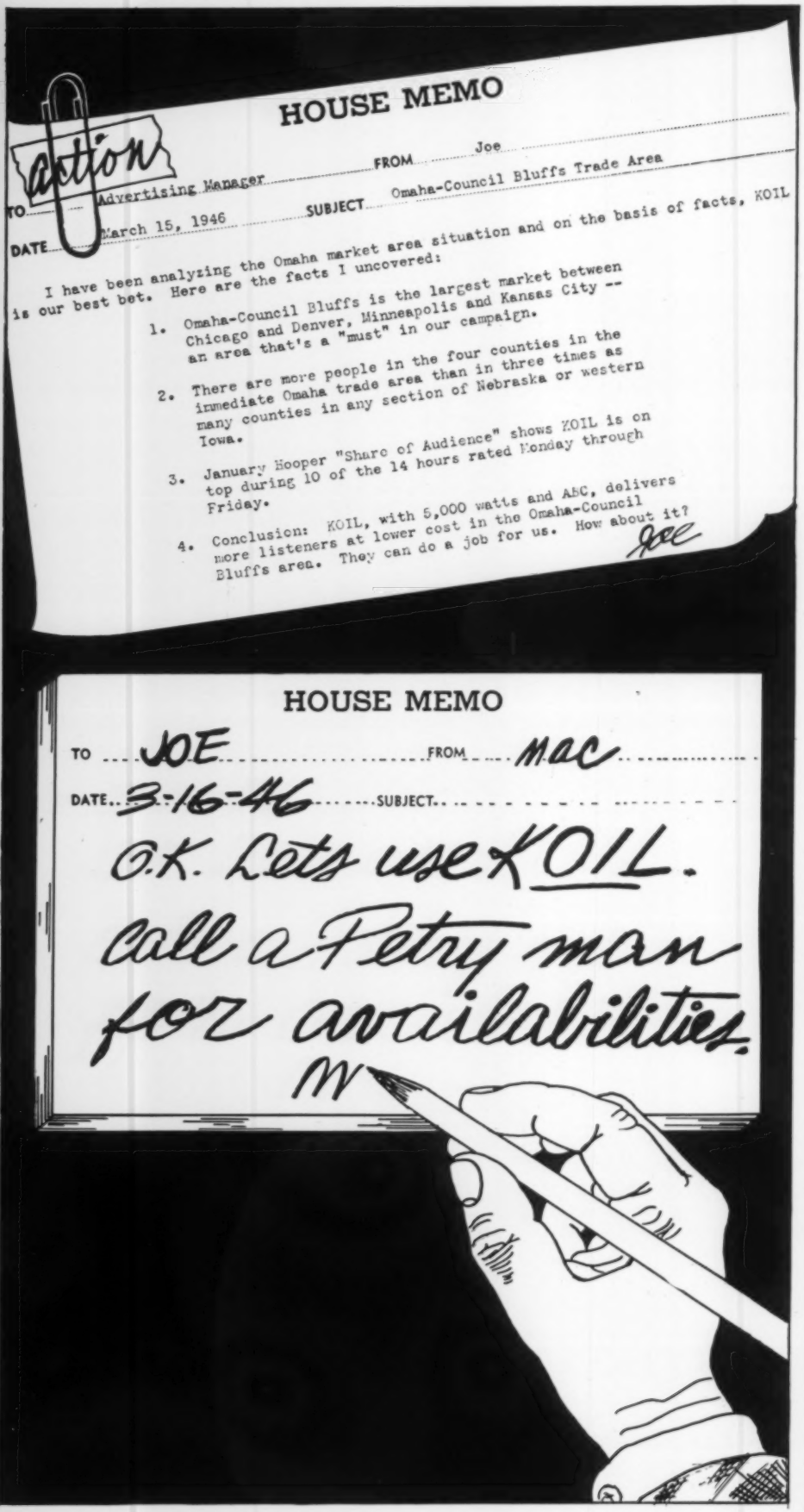
PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM **WORCESTER**

AFFILIATED WITH RADIO STATION WTAG

BASIC CBS

580 KC
5000 Watts


HOUSE MEMO
action
TO Advertising Manager
FROM Joe
DATE March 15, 1946
SUBJECT Omaha-Council Bluffs Trade Area
I have been analyzing the Omaha market area situation and on the basis of facts, KOIL is our best bet. Here are the facts I uncovered:
1. Omaha-Council Bluffs is the largest market between Chicago and Denver, Minneapolis and Kansas City -- an area that's a "must" in our campaign.
2. There are more people in the four counties in the immediate Omaha trade area than in three times as many counties in any section of Nebraska or western Iowa.
3. January Hooper "Share of Audience" shows KOIL is on top during 10 of the 14 hours rated Monday through Friday.
4. Conclusion: KOIL, with 5,000 watts and ABC, delivers more listeners at lower cost in the Omaha-Council Bluffs area. They can do a job for us. How about it?
Joe
HOUSE MEMO
TO JOE
FROM mac
DATE 3-16-46
SUBJECT
O.K. Lets use KOIL.
call a Petry man
for availabilities.
M

BROADCASTING
TELECASTING

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

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Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU
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David Glickman, *Manager;* Ralph Tuchman, Marjorie Barmettler.

TORONTO BUREAU
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James Montagnes, *Manager.*

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* Reg. U. S. Pat. Office

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TOURISTS bring dollars to the NASHVILLE area

The Hermitage

Serving tourists has long been an important business in this area. . . . Attracted by famous buildings, scenic countryside, resorts and Tennessee Valley power developments—tourists brought over 25 million dollars to the Nashville area each year before the war—and employed thousands. . . . Tourist dollars are new dollars added to the industrial and business prosperity of the more than one million people living in the Nashville area. . . . A rich sales territory for your quality product . . . covered at reasonable listener cost by WSIX.

WSIX

The Voice of Tennessee's Capital City

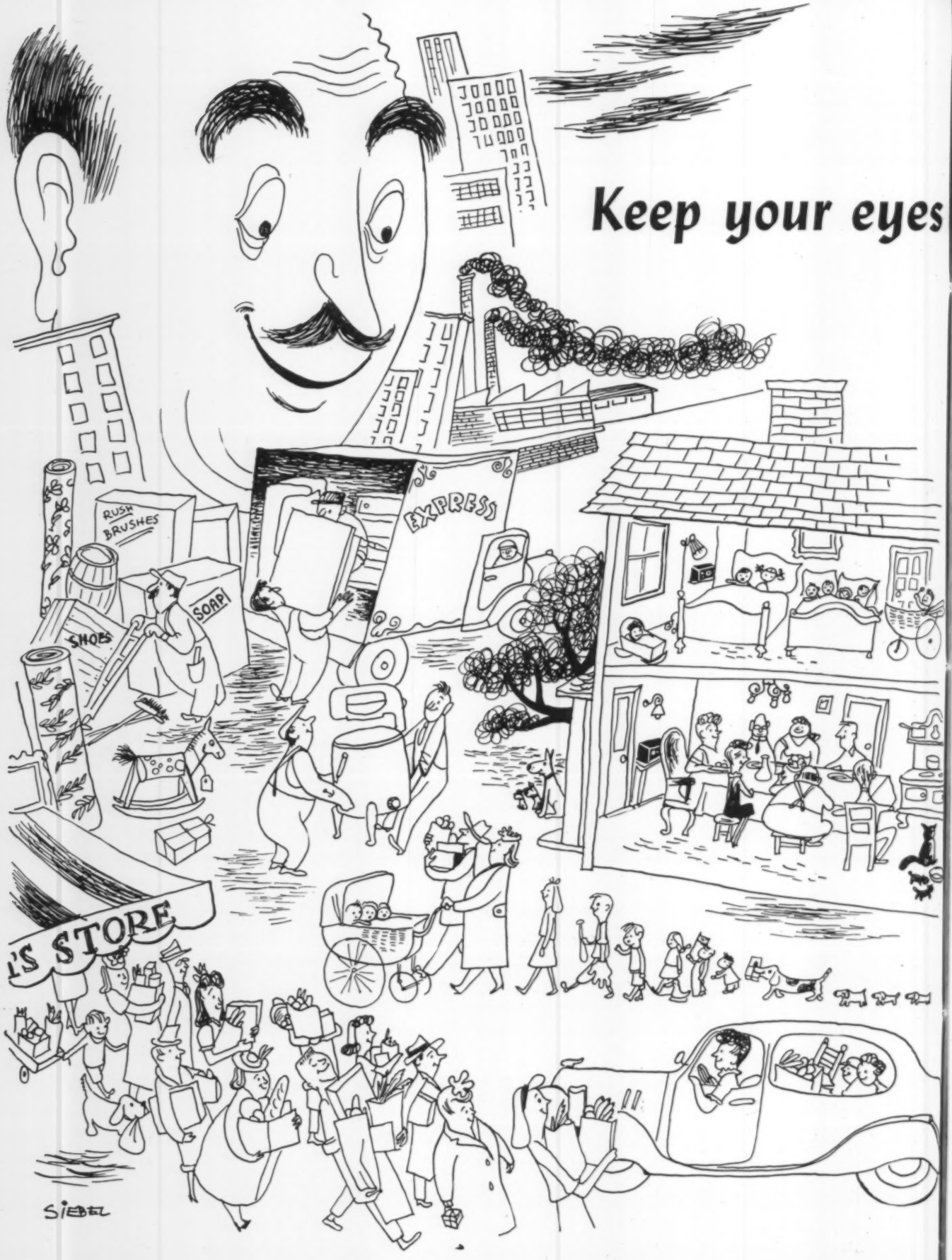
NASHVILLE TENNESSEE

WSIX gives you all three!
Market, Coverage, Economy

American and MUTUAL

5,000 WATTS
980 KILOCYCLES

National Representative:
THE KATZ AGENCY, INC.


Keep your eyes o
RUSH BRUSHES
SOAP
SHOES
EXPRESS
'S STORE
SIEBEL

es on the new Carolinas . . .

. . . where the BIGGEST families in the nation listen to WBT.

Ever watch a Carolina housewife shop? It's a sight to delight an advertiser. She buys groceries by the bushel basket . . . drugs by the dozen . . . household articles and what-nots by the carful.

Unusual, of course, unusual. But there's sound reason behind this prosperous spending. Families are kingsize in the Carolinas—bigger than in any other state throughout the country—*18% bigger than the national average.*†

Manufacturers who aren't cultivating the Carolinas *now* are missing one of the greatest family markets in the United States with a future u-n-l-i-m-i-t-e-d.

Before the war the walloping progress of Carolina industry and agriculture attracted *so many* new families that more homes were built between 1935 and 1940 in the Carolinas than for the preceding 15 years in North Carolina or the preceding 10 years in South Carolina.*

Today, there are more one-family homes within earshot of WBT than you'll find *in the metropolitan areas of New York, Chicago, Detroit, and Los Angeles put together.** Furthermore, one out of every three of these homes is owned by the family itself.• And every contractor has a towering backlog of orders.

That's only *part* of the Carolina scene for 1946. New business, new industries, new jobs, bigger incomes lie ahead. Keep your eye on the *new* Carolinas and let WBT—the *only* way to reach 83 of the South's richest counties[x]—keep Carolina eyes on your product and brand name.

Figures from 16th U. S. Housing Census, 1940 for North and South Carolina on . . .
†*Average population per occupied unit.*
**Year built for all dwelling units.*
**One-family dwelling units.*
• *Percentage of owner-occupied dwelling units.*
[x]*CBS Seventh Series Listening Areas, 1944.*

WBT CBS *The South's Pioneer Station*

THE CAROLINAS · 50,000 WATTS
SOUTHEASTERN BROADCASTING COMPANY

Represented by Radio Sales, the SPOT Broadcasting Division of CBS

OUR LISTENERS LIKE TO SEW

They like to run up their own curtains and slip covers. They do a lot of home mending. They've been repairing their sewing machines in the old-fashioned home-made way. A wire here . . . a nail there . . . getting along with an out-of-shape bobbin.

And they're in the market for the new sewing machines mentioned below. To reach these people . . . use WWDC . . . the sales result station in Washington, D. C.

11,000 SEWING MACHINES NEEDED IN WASHINGTON

The demand for sewing machines, it is estimated, will be up 150% in the next two years. These figures are from a survey by The Planning Committee of the Washington Board of Trade and the Opinion Research Corporation of Princeton, N. J.

WWDC

the big sales result station in Washington, D. C.

represented nationally by

WEED & COMPANY

Feature of the Week

Discussing WMEX Boston's "Homes for Veterans" are (l to r) Charles Siegal, L. Grossman Sons, building supplies; Quincy Mayor Charles A. Ross; Joseph Page, architect; WMEX General Manager W. S. Pote.

BROADCASTING and house-building are not exactly allied arts. But WMEX Boston officials reason that neither was soldiering allied with vets' prewar jobs.

"Veterans have been called upon to perform duties that were out of their line and they did it uncomplainingly in order to preserve our way of life," says William S. Pote, general manager of WMEX. Accordingly, he feels that radio stations and other businesses and organizations throughout the country could afford to go out of their own lines a bit and do what WMEX is doing in its "Homes for Veterans" project.

WMEX is building 50 homes for sale exclusively to veterans at non-profit, below-ceiling prices [BROADCASTING, March 25]. FHA has indicated it will approve the plans when land titles have been cleared and said the ceiling prices would be approximately $8,000, varying according to the neighborhood in

(*Continued on page 77*)

Sellers of Sales

PEOPLE whose hectic business is buying or selling radio time often wear a harassed look. However, Cecil Hackett, vice president in charge of radio of Abbott Kimball Co., maintains the calm detachment of a Wall Street financier.

This is an easily explainable phenomenon; before entering radio he spent many years on "the Street" as a broker.

CEC

Born in London April 13, 1908, Cecil was brought to the U. S. when he was three years old. He has lived in New York since. When he was 22, he joined the Wall Street corps of bond traders and salesmen, his first job being with Gertler & Co. Within five years, he organized his own firm, Lord & Hackett. Three years later—about 1938—he sold his interest to his partner and went to work for WMCA New York as a time salesman. In 1939, he joined the sales staff of WHN and in 1940 he became managing director of WINS New York.

In 1943, Mr. Hackett joined Abbott Kimball Co., as vice president and director of radio. His immediate task was to organize the first radio department for the agency. Current billing, for spot announcement campaigns alone, are already more than $500,000 a year. His department is responsible for the following accounts: Joe Lowe (Popsicles), Renoir Perfumes, Bonnie Bell Cosmetics, Colonial Dames (make up), Black Starr & Gorham (jewelers), Odorono, Marvella Pearls, Hornblower & Weeks (Stock brokers), Queen - Make Fashions, Koret of California (sports clothes).

The Hacketts — his wife was the former Charlotte Fantoni—have been married for five years. They live in an apartment in Manhattan during the winter and in their Long Island home during the summer.

Mr. Hackett's chief hobby is flying, with 250 solo hours to his credit. Golf and swimming interest him too. And he still keeps an alert eye on the activities of Wall Street and the security markets.

He is a member of the New York Athletic Club, Swordfish Club of Long Island, Westhampton Golf Club and the Radio Executives Club of New York.

YOU SELL WITH WDEL

NBC BASIC STATION

WILMINGTON, DELAWARE

Outstanding listener loyalty in the rich industrial and agricultural area it covers—Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia — is your assurance of sales results.

5000 WATTS DAY AND NIGHT

Sales Representative:

PAUL H. RAYMER

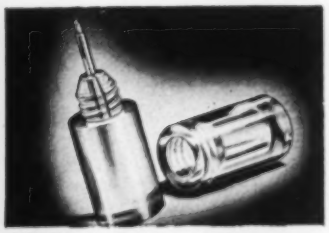
American Invests in Tulsa...

American Airlines, one of the world's largest, has selected Tulsa as the site for its permanent major airframe overhaul and service headquarters. By the end of this year 3000 highly skilled persons will be on American's Tulsa payroll and additional thousands are to be added. American Airlines backs its selection of Tulsa for this important center of its operations by purchasing a 12 story office building in downtown Tulsa and establishing its Stewardess training headquarters in this city, as well. *Welcome, American! We're glad to have you in Tulsa.* Your expanding, forward looking operation fits well into Tulsa, the modern and progressive *Oil Capital of the World!*

Shown above are four hangars at Tulsa municipal airport each of which is 160 x 600 ft. in size. Two are now occupied by American and the other two will be used as soon as released by the RFC. Tulsa's airport will accommodate the largest planes built or now on drawing boards.

Pictured above is the 12 story office building in Tulsa which has been purchased by American Airlines and is now being remodeled for their use.

Presto Cutting Needles in a "Trouble-Proof" Container *at no extra cost*



NEW! A transparent lucite container keeps Presto Cutting Needles *safe.* Nothing can harm the precision ground point and cutting edges.

TIGHT! This ingenious chuck holds the needle *tight*—no chance of damage to the point in shipment.

EASY! Just slip used needles (safe in their containers) into this handy mailing bag and send them off to Presto for resharpening.

FOR YOUR CONVENIENCE! Presto Sapphire Recording Needles *now* come to you in a *new* package, designed for utmost needle protection in shipping and handling.

FREE! To Presto-equipped recording studios: a convenient rack holding six Presto Cutting Needles, with special "point-control" chart recording number of hours each needle is used.

PRESTO Cutting Needles are packed in a Distributor's Carton of six. Each needle container is individually boxed with mailing bag. Order a dozen. Keep 6 in use—6 in transit.

PRESTO

RECORDING CORPORATION

242 W. 55th St., New York 19, N.Y.

WALTER P. DOWNS, LTD., *in Canada*

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

Announcing

another strong link in the Broadcasting Corp. of America's chain of regional stations serving California's rich rural markets

KROP

The world's only regional station

*Built Below Sea Level**

to serve the fertile Imperial Valley

* *Transmitter located 149 feet below sea level.*

KROP goes on the air April 15th dedicated to serving the farmers of the Imperial Valley, and programmed for them and the listeners in the Valley's trading centers, whose interests are agricultural because their living comes from the farmers purchases.

The Imperial Valley has rightfully been called "America's Greatest Vegetable Basket" producing over $14,000,000 of lettuce annually, besides millions of dollars worth of other produce. The following statistics supplied by B. A. Harrigan, Imperial County Commissioner show the Valley's phenomenal growth.

Crop and Livestock Values 1940-1945

1940—$27,000,000	1943—$58,544,562
1941— 34,274,602	1944— 61,706,241
1942— 44,348,971	1945— 64,233,062

If you have something to sell, and want to tell it to Imperial Valley listeners, KROP is your most economical salesman. Secure your KROP franchise in this outstanding market now.

Market Data

(1945 Figures)

Population 0.5 millivolt	
Imperial County	78,653
Lower California	35,000
Imperial Co. families	20,146
Radio families	18,031
Urban families	8,246
Rural non-farm	5,042
Rural farm	6,858

General Information

KROP is owned by the Broadcasting Corp. of America; W. L. Gleeson, President. Power, 1000 Watts; Frequency 1300.

Network Affiliation

KROP is affiliated with the American Broadcasting Co., and Southern California Farm Group.

Program Facilities

World and SESAC transcription service-INS leased wire—ASCAP, BMI and SESAC music licenses.

Hours on Air

5 a.m. to 1 a.m. daily

Sell Southern California's Prosperous Farmers with

KPRO Riverside and San Bernardino — *Covering The Valley of Paradise*

KROP Brawley and El Centro — *Covering The Imperial Valley*

About June 1st KREO, Indio, California, another Broadcasting Corp. of America farm station, goes on the air to serve the Coachella Valley.

For availabilities wire Gene Williams, general sales mgr., Broadcasting Corp. of America, Riverside Cal.

JOHN E. PEARSON COMPANY, *National Representative*

A LITTLE EXTRA EFFORT

OFTEN GETS A BIG RESULT!

● Any organization that wants *anything* as much as F&P wants to continue being the best outfit in its field—well, Katy bar the door!

Wishing didn't put us there in the first place, and we're not depending on wishes to *keep* us there. Instead, we've built our organization up to the greatest *number* of the *best men* (and girls) in our entire history—six offices—complete statistical and data reference files—teletypes, Dictaphones, and everything else we can think of that can help.

What are *you* getting out of all this? Unless it's a *lot*, we're not happy about it!

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BROWNSVILLE	KVAL
BUFFALO	WGR-WKBW
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH	KDAL
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
OKLAHOMA CITY	KOMA
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND	KOIN
RALEIGH	WPTF
ROANOKE	WDBJ
ST. LOUIS	KSD
SEATTLE	KIRO
SHENANDOAH	KMA
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BROADCASTING
TELECASTING

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Radio Seeks Answer to CPA Building Ban

Vast Construction Program Halted; Await Ruling

By J. FRANK BEATTY

(See FCC Statement on page 93)

RADIO'S vast reconstruction and expansion program, involving an estimated $200,000,000 in building and equipment for AM, FM and television, came to a temporary halt last week as the Civilian Production Administration clamped a ban on new construction to divert building materials into veterans housing.

Issuance of the order brought fast action from FCC and NAB. The Commission, pointing out there is no ban on apparatus, equipment or towers, said new buildings can go forward if cost of structure is under $1,000, and many permittees can get by if they confine structures to essentials.

FCC and CPA agree construction of stations will have no adverse effect on veterans housing. The Commission will continue to process applications, with decision on actual construction up to CPA.

To Ask Amendment

NAB may request CPA to shift broadcasting stations from the $1,000 to the $15,000 class. This would permit a large number of new station projects to go ahead.

CPA's order now requires all new radio station buildings costing over $1,000 to be submitted to local CPA offices for approval. It is believed the limit applies separately to studio and to transmitter buildings.

Though CPA was bombarded with requests and protests from a confused nation, stunned by the severity of the building ban, the special plight of the broadcasting industry was quickly recognized. CPA was told that the greatly expanded broadcasting system envisioned by the FCC—a possible 100 television and 2,000 FM stations within a three-year period—was crippled by the construction order.

On top of that is the accumulation of equipment and facility improvement and replacement, as well as studio and plant construction, that developed during the wartime FCC freeze and WPB limitation.

Involved in all this work are perhaps 75,000 jobs, it was estimated, along with the corollary jobs in industries contributing materials and equipment This was described as an important factor in the national reconversion program and CPA is on record as desirous of avoiding interference with reconversion.

Many New Stations

New station construction already is far behind schedule due to conflicts on allocations, need for hundreds of FCC hearings and production bottlenecks caused by low price ceilings on components for both transmitting and receiving equipment. CPA's ban, if not relaxed to meet the broadcasting industry's special needs, might delay the expansion program a year or more.

An idea of immediate plans for new stations is shown by FCC figures on applications and CPs.

As of Friday 137 CPs for AM stations were outstanding and 624 were pending. Of the 624 applications, 338 are in the hearing process.

While only 23 CPs for FM stations have been granted, 375 conditional grants are pending and many are expected to reach the CP stage shortly. Pending are 120 FM station applications in the hearing process, with still another 301 applications on the dockets.

John D. Small, CPA Administrator, said enforcement of the construction order was being placed on the local level as contrasted with the national perspective of WPB. Special authorizations for new construction, regardless of maximum limitations in the order, can be granted by the 71 local CPA directors who will enforce the CPA rules and policies.

Each of these local directors will have the guidance of an advisory committee of eight local citizens familiar with problems in the area. Decisions by local directors can be appealed to CPA in Washington. Mr. Small declared "considerable weight" will be given to recommendations by the local committees.

May Be Lifted This Year

If production of building materials can be speeded materially, the construction restrictions might be lifted by the end of the year.

President Truman at his Thursday news conference said he would stand solidly behind the CPA order, which will require extensive cooperation and sacrifice by the public and industry.

CPA has one objective—to confine new construction as far as possible to homes for veterans. It

(Continued on page 78)

Lea-Vandenberg Bill Passage Closer

Joint Conferees Insert Only Minor Changes In Measure

By BILL BAILEY

THE HOUSE Friday served notice on James Ceasar Petrillo that the people of the United States are fed up with his excessive demands on broadcasting. A conference report on the stiff House-passed Lea version of the original Vandenberg bill (S-63) was passed by a standing vote of 186 to 16.

Sen. Ed Johnson (D-Col.), chairman of the Sentae conferees, said he would call up the conference report and House-passed bill in the Senate early this week. He predicted the Senate would pass the bill by an overwhelming vote.

Rep. Vito Marcantonio (AL-N. Y.), who led the opposition, termed the bill the "most vicious anti-labor measure ever presented" to Congress. "This bill does nothing to Mr. Petrillo but helps to impoverish American musicians," he said. Rep. Marcantonio charged that the NAB had "expended a million and a half dollars to popularize Mr. Petrillo's middle name."

Rep. Clarence J. Brown (R-Ohio) said: "Of course this bill affects James Caesar Petrillo, but for just reasons because James Caesar Petrillo has taken a labor organization and used it for his own purposes against the welfare of labor unions and the people of the United States. . . . If this bill was anti-labor, members of the great labor organizations of the country would have been in here protesting." He said that outside of "this particular group" no labor organization had come before Congress "to defend what this bill says shall not be done."

Rep. Marcantonio attempted to challenge the standing vote. He called for the "ayes" and "nays" but was voted down. Rep. Robert Hale (R-Me.) and Rep. Margaret Chase Smith (R-Me.) were the only Republicans who stood when the "no" votes were counted.

Slight Alterations

In all quarters it was considered a signal victory for Rep. Clarence F. Lea (D-Cal.), chairman of the House Interstate & Foreign Commerce Committee, who introduced the bill which last Tuesday was approved unanimously by conferees with two minor language changes adopted for clarification purposes.

Only changes in the bill [BROADCASTING, Feb. 25] were these: Sec. 506 (b) (1), and (b) (2), change the word "tribute" to "any exaction." In Sec. 506 (c) additional language was adopted.The amended sections now read:

Sec. 506 (b) "It shall be unlawful, by the use or express or implied threat of the use of force, violence, intimidation or duress, or by the use or express or implied threat of the use of other means, to coerce, compel or constrain or attempt to coerce, compel or constrain a licensee or any other person—

"(1) to pay or agree to pay any exaction for the privilege of, or on account of, producing, preparing, manufacturing, selling, buying, renting, operating, using, or maintaining recordings, transcriptions, or mechanical, chemical, or electrical reproductions, or any other articles, equipment, machines, or materials, used or intended to be used in broadcasting, or in the production, preparation, performance, or presentation of a program or programs for broadcasting; or

"(3) to pay or agree to pay any exaction on account of the broadcasting by means of recordings or transcriptions, of a program previously broadcast, payment having been made, or agreed to be made,

(Continued on page 16)

Will Radio Be Stymied Again?

. . . . . An Editorial

NEW STATION construction, plagued by wartime freezes and the snail's pace toward reconversion, receives another setback with the Government's ban on new building construction to speed veterans' housing. The summary action, limiting radio housing construction to a maximum of $1,000 per structure without Government approval, comes just when licensing of FM, television and new or modified AM stations began to hit a stride.

It is too early yet to gauge the effect of the joint order of the Civilian Production Administration and the National Housing Agency. On paper, it would appear to preclude virtually all new station construction in the AM, FM and television fields, where new transmitter houses or studios are not under way. Estimates are that 500 to 700 new stations in all categories foreseen this year might be affected.

The housing order was not designed for radio. Only one passing reference is made to radio, and that places it in the $1,000 maximum exemption category on cost of housing, including labor. The same limitation applies to repair, alteration and installation jobs. Beyond that amount, approval must be procured from a CPA local constructon office.

Whether the order will stop all new or modified station installations not already underway depends upon its interpretation and application, FCC, NAB and other affected groups already are seeking "clarification" from CPA Administrator Small.

Broadcasters can well remember only a few months back when procurement of a priority from WPB for tubes and parts sufficient to keep them on the air entailed red tape and travail.

It would be a pity if holders of construction permits and applicants find it necessary to tread water for an unpredictable period. Personnel, lease and equipment contracts would be thrown into confusion. Plans of set manufacturers who look hopefully for OPA relief on prices, likewise would be affected.

If the critical housing situation requires a a tight freeze, we hope CPA will say so promptly and indicate as best it can, for how long. The essentiality of radio was attested during the war. The record of radio is an open book.

Clements, Sen. Wheeler's Candidate For FCC, Calls On President Truman

PRESIDENT TRUMAN last Thursday took a look at J. Burke Clements, chairman of the Montana Industrial Accident Board, Senator Wheeler's candidate for the existing Democratic vacancy on the FCC, but there was no indication that the Chief Executive had changed his mind about keeping the job open for the immediate future.

Senator Wheeler, Chairman of the Interstate Commerce Committee, in which radio legislation originates, about a month ago had endorsed the strapping six-foot Montanan for the post vacated by Paul A. Porter, when he was switched to OPA as administration trouble shooter. Mr. Truman had expressed a desire to see Mr. Clements and Senator Wheeler arranged for the half-hour appointment last Thursday. The President has stated on several occasions that he did not plan to fill the post any time soon, presumably holding it open for Mr. Porter if he elects to return to the Chairmanship.

Hyde Awaits Call

Meanwhile, Commisioner-designate Rosel H. Hyde awaited a call from Senator Wheeler's committee for consideration of his nomination to fill the Republican vacancy on the FCC created by the death of William H. Wills of Vermont. The committee was tied up last week with hearings on the Bulwinkle Railroad Bill. It was thought Mr. Hyde might be called before the committee, probably in executive session, sometime this week. Little opposition is foreseen.

Consideration by the FCC of a new general counsel, to succeed Mr. Hyde, is being held in abeyance until the latter assumes the commissionership. Speculation continued to center around the three assitants general counsel: Benedict P. Cottone, in charge of the Common Carrier Division, Harry M. Plotkin, in charge of Litigation and Administration, and Vernon L. Wilkinson, in charge of the Broadcast Division. The name of Nathan David, who has been on military leave from his post as assistant general counsel, also has cropped up for the general counselship.

There was some thought that, because of the spirited competition for the post, the Commission might go outside its own law department for the new chief or possibly name an acting general counsel. The latter probably would be selected from among the three incumbent assistants.

Mr. Clements, chairman of the Montana board since 1927, is in the middle fifties. An old-line Democrat, he has served in his present post under both Democratic and Republican governments. He has been closely identified with Senator Wheeler since 1922 and has been a delegate to several Democratic National Conventions. Mr. Clements came East on personal business. Upon his arrival last week, Senator Wheeler made the White House engagement. Promptly afterward Mr. Clements returned West.

Dairy Group Extends

AMERICAN DAIRY Assn., Chicago, last week extended for 13 weeks *Voice of the Dairy Farmer*, ABC Pacific Coast, Sun. 2:15-2:30 p.m. Extension carries sponsorship through July 28. Agency is Campbell-Mithun, Chicago.

Reynolds to KROP

STANLEY REYNOLDS, released from Navy scientific laboratory at Johns Hopkins U., Baltimore, has been named manager of KROP Brawley, Calif., scheduled to commence operation April 15.

Truman on ABC

PRESIDENT HARRY S. TRUMAN April 15 will address board of governors of the Pan American Union on "Occasion of the Anniversary of the Nation's Founding," from the Pan American Bldg., Washington, D. C., over ABC 12:15-12:30 p. m.

Petrillo

(*Continued on page 15*)

for the services actually rendered in the performance of such program.

"(c) The provisions of subsection (a) or (b) of this section shall not be held to make unlawful the enforcement or attempted enforcement, by means lawfully employed, of any contract right heretofore or hereafter existing or of any legal obligation heretofore or hereafter incurred or assumed."

AFRA Petition

Although the conferees had before them a petition from the American Federation of Radio Artists vigorously protesting enactment of the Lea-Vandenberg bill and demanding to be heard in public hearings, the conferees are understood to have felt that ample hearings were held on both the original Vandenberg bill (S-63) and its companion measure in the House, introduced by Rep. Dondero (R-Mich.) The conferees felt, also, that AFRA had misinterpreted the bill.

Carrying a penalty of $1,000 fine or a year's imprisonment or both, the Lea-Vandenberg bill would make the following practices unlawful:

(1) Forcing a broadcaster to employ more persons than needed "to perform actual services."

(2) Forcing a broadcaster to pay for employes in excess of the number needed for actual service.

(3) Paying more than once for services performed in connection with broadcasting.

(4) Paying or agreeing to pay for services which are not performed.

(5) Refraining or agreeing to refrain from broadcasting a "noncommercial educational or cultural program" in connection with which the participants receive no remuneration other than expenses.

(6) Prohibiting broadcasts originating from without the U. S.

These practices also are made unlawful: (1) Payment of "any exaction" for the "privilege" of broadcasting transcriptions or recordings; (2) imposing restrictions on the use of recordings or transcriptions for broadcast; (3) payment of "any exaction" for rebroadcasting transcribed programs for which payment for services already has been made.

Drawn for BROADCASTING by Sid Hix

"And Mr. Foos here handles our network switching."

Wire Service Readjustments Developing

AP Signs Flat Rate Contract With Columbia

By EDWIN H. JAMES

THE beginnings of a portending rate contest among the three great wire services which provide radio with much of its news were perceptible last week in New York.

The battle had not been joined but AP was maneuvering in a way that suggested the need for observation by its chief competitor, UP. It was clear that before the end of spring, the clash of rival salesmen's fountain pens would be heard.

What may well have aroused UP's interest was AP's recent signing of a contract with CBS providing a single flat rate per year for AP's news report [Closed Circuit, March 25]. The new contract represented a radical departure from former ones which had provided payments to wire services of fees for their news used on commercial programs.

Air of Secrecy

With the traditional air of secrecy which enshrouds most prebattle maneuvering, none of the wire service protagonists last week would speak of its movements or intentions. But from informed sources it was learned that:

(1) AP's new contract with CBS represented a lower rate (per year) than that averaged by UP.

(2) AP's current contract negotiations with Mutual as yet had not reached agreement.

(3) INS looked upon AP's intent to replace per-program (sponsored) rates with yearly ones as "pioneering." INS had suggested a similar rate change to networks some time ago.

(4) UP had not taken up a strong defensive position or prepared a counter-offensive to AP's attack, but was awaiting developments.

The exact terms of AP's new contract with CBS were not available, but it was understood that the new single rate per year for AP service to CBS and its six managed and owned stations represented a considerably lower cost to the network than present UP service based on per-program rates.

Paid on News Shows

It was pointed out that under the per-program arrangement, wire services are paid for use of their news on sponsored news shows. In most cases, only one wire service is used on a single commercial program for the understandable reason that a sponsor is not anxious to duplicate services, and wire services are not anxious to split commercial fees.

A probability which unquestionably caused UP at least mild alarm was that networks paying AP a straight yearly fee and UP on a per-program basis would be encouraged to suggest that a sponsor use AP news as a means of relieving the network of some of the AP fee. The reduction of UP revenue, under this system, would be considerable, since UP would be depending upon commercial purchase of its news on news shows to maintain a reasonable margin of operational profit.

Edwin M. Williams
Vice President, UP

Wm. J. McCambridge
General Manager, PA

Seymour Berkson
General Manager, INS

Negotiations Progress

Meanwhile, negotiations between Mutual and AP were still progressing. Although their exact status was not known it was indicated that one offer had been made by AP and rejected by Mutual.

While AP negotiated and UP tried to listen in, INS was reported to be, in effect, supporting AP's position. Although no INS contracts with networks are near their renewal dates, the wire service had offered to renegotiate existing contracts with some networks on the basis of straight yearly payment.

INS was reported as frankly happy that AP, whose contracts are reaching renewal dates, was attempting to instigate the new payment plan. One high-ranking INS official was reported to have said: "We'd like to see the major networks handle news services much as major newspapers do." His theory: If each network had the three services on a straight payment basis, a commercial program could use all three, select the best story from among them.

UP, meanwhile, thought it wise to await outcome of future AP-network negotiations before taking up its arms, it was reported.

It was not unlikely that UP thought AP's tactics would be clearer after April 22 when AP members, officers and directors are scheduled to meet in New York. Although AP would not discuss the agenda of the meeting, it seemed a sure bet that radio contracts would hardly be ignored.

WFIL, Temple U. Cooperate In Four-Year Radio Course

FORERUNNER of schools of radio in universities, similar to schools of journalism and other arts and professions, the Temple U. School of Radio will get underway in September for a full four-year course.

Sponsored jointly by WFIL Philadelphia and Temple, announcement of the new undertaking was made simultaneously last week by Dr. Robert L. Johnson, Temple president; Walter H. Annenberg, president of the *Philadelphia Inquirer*, WFIL owner, and Roger W. Clipp, station general manager.

First of its kind in the Philadelphia area, the school will be operated on a cooperative basis between WFIL and Temple and will include courses in all phases of radio and television. WFIL will equip studios and laboratories on the Temple campus.

Predicts Radio Schools

Mr. Annenberg predicted that schools of radio will become as important to the accredited college educational system as schools of journalism are today. "Not only is radio a powerful medium and an instrument of public service, but it is a definite profession and its personnel are educators," he said. "For that reason the best possible training is needed now for our radio and television men and women of tomorrow."

Dr. Johnson declared it "a duty of educational institutions and of the radio-television industry to have a constant flow of adequately-trained personnel so that radio and television will continue to render the highest possible service to the community."

The school will be headed by a dean, to be named shortly, aided by a board of advisers made up of prominent figures in the fields of radio, television and education. Temple's normal admission requirements will govern as in all of the university's other schools. Completion of the four-year course will lead to a Bachelor of Science degree with major in radio. Elective courses will be offered to all university students.

Messrs. Clipp (l), Johnson (c), Annenberg.

Laboratory Work

"Much of the laboratory work in the school will consist of writing and producing radio and television material for such agencies as the Red Cross, Salvation Army, United Charities and other community welfare organizations," said Mr Clipp. "In this way, students will be trained and the agencies will be assisted in their radio appeals where heretofore they have had little aid."

The agreement between WFIL and Temple provides that WFIL will broadcast programs of merit developed at the university. Workshops and studios will be on the Temple campus, but there will be close cooperation between the university and WFIL's studio personnel in the Widener Bldg.

Soil-Off Is Sold

SOIL-OFF MANUFACTURING Co., Glendale, Calif. (paint cleanser), subject to approval of its board of directors, has reportedly been sold for $1,250,000 to Sterling Drug Co., Chicago.

Flit to Use 226

STANCO Inc., New York (Flit), April 8 is to start twice-weekly quarter-hour transcribed musical variety program, *Flit Frolics*, on 90 Keystone Broadcasting System affiliates and 136 other stations to be signed individually. Agency is McCann-Erickson, New York.

Plans Spot Campaign

HOUSE OF DELICACIES, New York (French Kettle Brand onion soup), is planning a spot campaign in selected markets to start next fall. Gene Hamilton, ABC announcer, has done a series of transcriptions for campaign, produced by Ed Fitzgerald.

NAB Districts Denounce FCC Blue Book

Stations Asked to Face Duty in Crisis

By ROBERT K. RICHARDS

INTENSIFYING his campaign to arouse the nation's broadcasters toward militant opposition to the FCC's program expeditions, Justin Miller, NAB president, told 129 Seventh District delegates meeting in Cincinnati Thursday and Friday that this is the "most important issue I ever faced."

"Read this report which is called by the FCC 'The Public Service Responsibility of Broadcast Licensees,'" he urged his audience. "Read again especially Section 2 of the report. The whole thing sounds like a legal brief and Section 2 is contrived to justify it."

There was evidence that Mr. Miller might be getting somewhat impatient at the inertia with which many broadcasters have faced the advance of the FCC into program matters. He did not speak sharply, but he spoke insistently on the point that broadcasters must face responsibilities themselves.

Other coverage of FCC program report reaction, pages 20, 25, 50, 77.

Station Responsibility

It was noteworthy that when members spoke from the floor, recommending joint action against the FCC through the NAB, Mr. Miller reemphasized the basic responsibility of the licensee as the arbiter of his own freedom, and consequently of the industry's. He expressed the hope, which he viewed as empty, that some broadcaster would defy the FCC openly, refusing the demand that program reports be made and thus bring the issue to court upon revocation of his license.

"I don't advise that, however," he said. "The court might uphold the Commission." He advised broadcasters, however, to speak their minds openly on the subject and not to hesitate in voicing their opinions to the FCC.

It was evident from the tenor of his remarks, which have grown sharper with each succeeding meeting since March 7 when the FCC report was released, that Mr. Miller intends to stand on an industry platform of active resistance. He views the report as a violation of freedom, and by that token a violation of the Constitution. He deplored the attitude of certain publications which, he said, viewed the report as a "justifiable and laudable Commission action."

The report consumed most of the time of the Program Managers' Clinic of which Bob Evans, WSPD Toledo, was chairman. Again during this session Mr. Miller took the floor in an effort to elicit from the program directors their observations on the issue. At the Thursday luncheon, following the clinic, Mayor James Stewart of Cincinnati welcomed the delegates. Before resumption of the district sessions, the Ohio Assn. of Broadcasters held a brief business meeting. Pat Williams, general manager of WING Dayton and WIZE Springfield, was elected president of OAB, succeeding Robert Mason, general manager and owner of WMRN Marion. E. Y. Flanigan, general manager of WSPD, was elected vice president succeeding Arch Shawd, general manager of WTOL Toledo. Carl Everson, general manager of WHKC Columbus, was reelected secretary treasurer. Nominations

(*Continued on page 92*)

NINTH DISTRICTERS of NAB meeting in Chicago last week heard views of agency, sponsor and other groups. Among participants were (bottom row, l to r): Leslie C. Johnson, WHBF, district director who presided at meeting; Linnea Nelson, chief timebuyer, J. Walter Thompson Co.; President Justin Miller; Melvin Brorby, vice president, Needham, Louis & Brorby, and BMB board. Top row, George Bailey, BMB; Robert Elrich, Pepsodent Co.; Hugh Feltis, BMB; Sydney Kaye, BMI.

Chicago Meeting Adopts Strong Resolution

By FRED SAMPLE

STORM of resentment against the FCC's *Blue Book* report developed in Chicago March 25-26 at the NAB Ninth District meeting. In blunt language broadcasters of Illinois and part of Wisconsin unanimously approved a resolution even stronger than those adopted at NAB meetings in Minneapolis and Grand Rapids [BROADCASTING, March 25], terming the FCC action an "unjustifiable indictment of the record of the great majority of American radio stations."

The resolution, drafted by Harry R. LePoidevin, WRJN Racine, called on President Justin Miller to challenge the authority of the Commission in the Supreme Court. Only by Supreme Court interpretation of the authority granted to the Commission by the Federal Communications Act can the broadcasting industry protect itself from "unwarranted and illegal Government censorship," delegates agreed.

Text of Resolution

The resolution follows:

RESOLVED, that radio broadcasters of Illinois and Wisconsin comprising District 9, NAB, decry the report issued March 7, 1946, by the FCC entitled "Public Service Responsibility of Broadcast Licensees" as being an unjustifiable indictment of the record of services rendered in the public interest by the great majority of American radio stations, and further,

BE IT RESOLVED, that broadcasters of District 9, contending that free radio and free speech constitute the fundamental issue involved challenge the FCC to prove its authority under the Communications Act for the exercise of the broad controls over radio broadcast programs which the Commission claims for itself, and, further,

BE IT RESOLVED, that inasmuch as the route of quickest relief lies in the courts, that President Miller of the NAB be requested to ask the Commission to join with the NAB in seeking review, on the points involved, before the Supreme Court of the United States, in order that the Supreme Court may definitely set forth and define what powers, if any, the Commission may have relative to radio broadcast station programming, and also that the court may determine once and for all what constitutes free radio and free speech under the terms of the Communications Act.

Mr. Miller sent a telegram Monday to President Truman asking that the next appointment to the FCC come from the ranks of "practical broadcasters." Such a man, Mr. Miller declared, would serve "immeasurably" both the Federal Government and the needs of the people. The telegram follows:

Present vacancy on the FCC affords splendid opportunity for you to give deserved recognition to radio broadcasting phase of the Commission work. In its entire history no person who has been trained in the practical, everyday operation of a broadcast station has been appointed to membership on this Commission while many have been named from utility regulatory bodies or utility industries. Broadcasting has been specifically declared by Congress not to be a public utility and at least one member of the Commission should have the public interest viewpoint required of station licensees as distinguished from public service or utility point of view. Earnestly urge you give

(*Continued on page 80*)

Avery Attacks FCC Program Report Before Kansas City Advertising Club

BEFORE 500 Kansas City advertisers attending "Radio Day" exhibits Thursday at the Advertising and Sales Executives Club, Lewis H. Avery, president of Lewis H. Avery Inc., and former director of broadcast advertising for NAB, hotly attacked the recent FCC program report.

He accused the FCC of "imposing a diet of forced feeding on the American listening public. Apparently it is unmindful of the long-acknowledged fact that mass education and uplift is a slow and sometimes discouraging process."

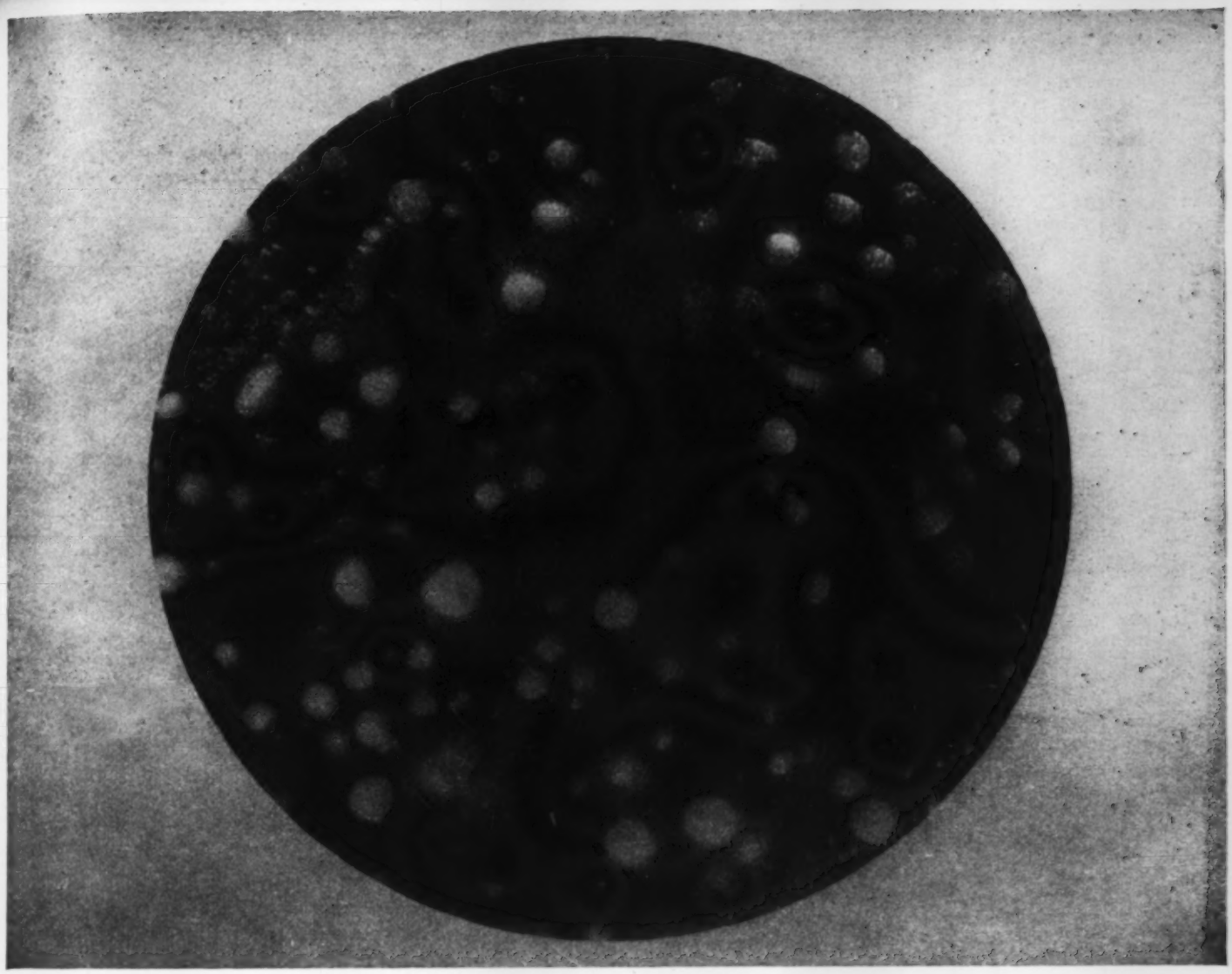
Important Contribution

"How can anyone so completely ignore the accumulation of scientific evidence that the American system of broadcasting has made a more important contribution to the provision of education and the dissemination of information during the past 25 years than any other social force except the church and school?

"What broadcasting needs is not indictment but encouragement to expand the work and to do it faster. And it makes not one whit of difference whether the service be rendered on a so-called sustaining basis or under commercial sponsorship."

Referring to surveys which repeatedly have shown listener preference for the American system of broadcasting as we have known it in the past quarter-century, Mr. Avery said, "For a long time I was mystified by the failure of the FCC and other bureaucratic bellwethers to appreciate the wealth of information on American listening habits and changes in listening habits which these surveys revealed."

Stations from Kansas City and St. Joseph took over the three floor club building for a full day of exhibits and clinics on broadcasting methods. Exhibitors included KMBC KCMO WHB KCKN all of Kansas City, KFEQ St. Joseph, and the Damon Transcription Labs.



A fog particle

That's supposed to be one of the first photographs ever taken of a fog particle. That drop up there was about four ten-thousandths of an inch across. To us it looked like a big thick blob.

It's another proof that some things aren't always what they seem to be.

Just because a radio station's call letters sound glamorous . . . the affiliation sounds effective . . . it isn't always what you think it is.

Take Baltimore: in this five-station town it's the independent, W-I-T-H, that delivers the most listeners-per-dollar-spent.

Nothing foggy about the facts that back up that statement. You can pick them up in your hand.

W·I·T·H

and the FM Station W3XMB

BALTIMORE, MD.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Radio to Have Voice in Program Form

Budget Bureau Reported Displeased With Definitions

BROADCASTERS will be given a voice in any proposed permanent renewal forms that the FCC may require of licensees before such forms are approved by the Bureau of the Budget.

That information was given the Radio Subcommittee on Government Questionnaires at a luncheon meeting March 22 with officials of the Budget Bureau, it was learned last week. Russell Schneider, executive secretary of the Budget Bureau's Advisory Committee on Government Questionnaires, was named temporary chairman of the radio group, although Wayne Coy, vice president and general manager of WINX Washington, was asked to head a permanent broadcasters' committee. Mr. Coy was unable to attend the March 22 session.

Meanwhile the Budget Bureau has approved the program form which accompanied the Commission's report on "Public Service Responsibility of Broadcast Licensees" [BROADCASTING, March 11] on a temporary basis until May 15. The FCC was granted permission to print approximately 1,000 forms to be sent to some 300 standard licensees now on temporary license, about 350 FM applicants who have been given conditional grants, and the remainder to pending FM applicants.

Will Aid FCC

In requesting permission to send out the form (which breaks down programs under the Commission's proposed rules), the FCC pleaded that the form in fact placed on licensees the burden of breaking down program logs and relieved the FCC of that function. The Commission advised Budget Bureau that some 350 FM conditional grants had been issued, but that program data was lacking and that the proposed temporary forms would assist the FCC in processing applications more rapidly.

It was understood that broadcasters attending the March 22 meeting expressed displeasure with the Commission's proposed definitions of commercial and sustaining programs. Some wanted to know, for instance, how the FCC would interpret a sustaining spot announcement broadcast on behalf of some civic or religious group raising money for service for its own organization. In the eyes of broadcasters such an announcement would be "public service" but under the Commission's proposed definitions, it might be classified "spot," thereby giving it the status of a commercial, although no money would be received by a licensee for its broadcast, it was pointed out.

Budget Bureau officials, pointing out that the future may well see more, rather than less, regulation, urged broadcasters to consider not so much the definitions, as proposed by the Commission, but the interpretations to be placed on such definitions. To date broadcasters are at loggerheads with the Commission as to what constitutes a commercial program.

Budget Bureau Question

One question unanswered in the minds of the Budget Bureau and broadcasters is: When, in the eyes of the FCC, does a program or announcement cease to be public service and become commercial, even though no money changes hands? Another question still to be answered is: On what yardstick does the Commission base its "balance" between commercial and sustaining?

The industry-Budget Bureau meeting developed these questions: By what principle does the FCC classify as commercial, participation programs which are logged by stations as sustaining, with commercial spot announcements so designated? By what principle does the Commission arrive at the definition of "Public Service" and "Spot" announcements? If a particular church, for instance, sponsors an ice cream social to help raise funds to pay off a mortgage or for mission work, and a station donates time or announcements to the cause, would the FCC consider that commercial, since the purpose is to raise money?

It was learned that the Budget Bureau isn't any too happy with the Commission's proposed "Uniform Definitions and Program Logs." That's why the Bureau has sought the advice of industry. A spokesman said:

"We are interested primarily in efficiency and economy in Government. That's our responsibility. On the other hand we are interested, too, in finding a happy medium between the FCC and broadcasters. At the moment they seem to be far

(*Continued on page 89*)

Video Hearings May Be Called Off Because of Withdrawals

LIKELIHOOD that five scheduled consolidated television hearings, involving 17 applicants, will be called off developed last week because of withdrawals from the video field. It is expected the cases will be considered without hearing, with conditional grants to be issued where qualifications are satisfactory.

As the result of withdrawals, applications for stations in five cities, where hearings have been scheduled, are now even with or less than the number of frequencies allotted. As the Commission had included in its hearing calendar only those cases in which applications exceeded channels, the following proceedings will probably be dropped:

These May be Dropped

Detroit, scheduled for April 24. Two withdrawals have reduced applications to four. Five channels are available.

Cleveland, scheduled for May 6. Applications and frequencies now stand at five, as result of one withdrawal.

Pittsburgh, scheduled for April 25. There are now four applications for four frequencies, following one withdrawal.

Baltimore, scheduled for May 6. Entrance of the A. S. Abell Co. (*Baltimore Sun*) into the television field has brought applications to three. Three frequencies are available. Two of the original applicants have withdrawn.

Providence, R. I., scheduled for June 17. One application remains for the one available frequency. Two of the three original applicants has withdrawn.

While the Commission has made no announcement as yet as to cancellation of hearings, it is known to be desirous of avoiding any unnecessary proceedings in view of its heavy work load. Elimination of the Detroit, Pittsburgh, Baltimore and Cleveland hearings would leave a sizeable gap in the calendar which might be filled by cases scheduled for later dates. Applicants in New York and Philadelphia, scheduled to be heard in June, were given later dates because these cities have one or more video stations. The dates for these hearings, however, may stand in order to allow time for prospective applicants to enter the field.

San Francisco Last

Last of the television hearings on the calendar is San Francisco, where proceedings are scheduled for July 15 to hear seven applicants for six frequencies. Since there is no video station in this city, the hearings may be advanced in the interest of expediting establishment of facilities.

In Los Angeles, where 13 applicants are competing for seven channels, hearings are now scheduled for May 20. As there is one television licensee in Hollywood and a change in schedule for a hearing of this magnitude would involve considerable difficulties, it is likely the date will stand.

As of last week the Commission had received a total of 158 television applications. Of these, 19 were dismissed at request of applicants. Six applications have been heard, three of which have been tentatively granted and another still to be decided. There still remain 67 applications on the hearing schedule and 66 applications awaiting initial action.

Swift Adds Time On McNeill Show

New *Breakfast Club* Contract Signed For Five Years

Swift & Co. new contract is discussed by (l to r) Wade Chapman, in charge of Swift's radio advertising; Vernon P. Beatty, Swift advertising manager; Mark Woods, ABC president.

SWIFT & CO., Chicago, March 25 signed a new contract with ABC to sponsor another quarter, 9:15-9:30 a.m. EST, of *Breakfast Club* five days weekly, in addition to their current period 9:30-9:45 [Closed Circuit, March 11].

New contract is effective with June 1 broadcast, it was announced by E. R. Borroff, vice president in charge of ABC Central Division.

Swift has been with ABC and the *Breakfast Club* since February 1941. New Contract, for a five year period, will carry the firm through 1951 at a cost of nearly eight figures. Agencies for Swift & Co. involved are J. Walter Thompson, Chicago (meat and other products), and McCann-Erickson, Chicago (cheese and poultry), with the former handling nine of the ten quarter hours weekly—the latter handling the tenth.

New setup leaves only the 9:00-9:15 a.m. period of the show noncommercial. Last quarter hour, 9:45-10, is under sponsorship of Philco Corp. five times weekly.

Under the new arrangement, Don McNeill, m.c., obtained a new contract with ABC, to receive a reported $100,000 annually for the Swift quarter hours. His contract also provides $50,000 yearly for the last quarter hour while it is sponsored by Philco, and an additional $50,000 should the first quarter hour become sponsored.

Set Output Up

PRODUCTION of radio receivers in February totaled 700,000, Civilian Production Administration announced Thursday. This amounts to 65% increase over the prewar February output. It is higher than estimates of the Radio Manufacturers Assn. CPA estimated 500,000 sets produced in January. The RMA figure for that month was 465,000 but this did not include some Government morale sets and the output of some new companies.

BIG NAMES KNOWN PERSONALITIES

FOR THE FIRST TIME...

stars of Hollywood and Broadway, fascinating personalities in the news and from the fields of art and literature — in absorbing dramatizations . . . . .

FOR THE FIRST TIME...

a transcribed program that is Localized for the individual station through the new Exclusive CUE-IN technique . . .

STAR TIME

STAR TIME is sales time for every 15-minute period this program is on the air.

Here is a show that brings the big names—stars of the stage and screen, well-known personalities in the fields of art and literature—to the local station . . . provides intimate closeups of these glamorous figures in absorbing 15-minute transcribed dramatizations; once a week, for 26 weeks.

Additionally, through the new "Cue-In" technique, the transcribed star is interviewed by a local microphone personality on the local station.

"Cue-In" is the new program technique developed and perfected exclusively for this new type of transcribed program. With "Cue-In" the local personality, the familiar *local* voice, becomes as much a part of the show as the star.

Only with "Cue-In" can you localize and personalize such a "name" show. Only with "Cue-In" can you make a "name" show "at home" on the local station broadcast. In fact a "Cue-In" program, such as STAR TIME, is so adaptable to local operation that it can be incorporated into an already established program across the board.

Yes, on its own, or as part of an established across-the-board program, STAR TIME will build "audience" for the local or national advertiser.

Write, wire or telephone for complete information. The program is exclusive to one station in any market.

Write Wire or Phone

PRESS ASSOCIATION, INC.

Radio Subsidiary of The Associated Press

30 ROCKEFELLER PLAZA — NEW YORK 20, N. Y. — PHONE Circle 7-2363

BIG NAMES KNOWN PERSONALITIES

All-time stars of the sports world brought to the local station *for the first time* in thrilling 15-minute dramatizations, on transcription

WITH THE MAGIC "LOCAL TOUCH" OF THE NEW EXCLUSIVE CUE-IN TECHNIQUE

SPORTS STAR SPECIAL

SPORTS STAR SPECIAL is a "star" parade of all-time, great names that blaze across the sky of the sports world.

These "great" are brought to the local listener in a new thrilling series of 15-minute transcribed dramatizations . . . re-telling their own great moments in sports and their rise to fame.

The show is brought home to the individual station through a new, exclusive program technique called "Cue-In".

"Cue-In" is the open-end transcription grown up. Developed and perfected exclusively for this new type of transcribed program, it solves the old advertiser—station problem of localizing and personalizing a "name" show for local station use.

With "Cue-In", the local sports commentator becomes a second personality on *Sports Star Special*. Each program brings his familiar voice to the listener along with that of the star.

To the national and local advertiser alike, who want a "name" show in the local market—without losing the "local touch"—here is the answer. It will build "audience" *by itself* or as part of an established across-the-board sports show. There are twenty-six programs available for broadcast once each week.

If you haven't already done so, write, wire or telephone for complete information TODAY. An audience-builder, a real sales-winner, SPORTS STAR SPECIAL is exclusive to one station in any market.

Write Wire or Phone

PRESS ASSOCIATION, INC.

Radio Subsidiary of The Associated Press

30 ROCKEFELLER PLAZA — NEW YORK 20, N. Y. — PHONE Circle 7-7343

BIG NAMES KNOWN PERSONALITIES

suspense-filled stories of outstanding news reporters in gripping dramatizations . . .

SPECIAL ASSIGNMENT

Oliver Gramling — editor, author and authority on news— presents each program.

Fiction's most fabulous characters run a poor second to the casual, curious, ever-probing reporter with a developed sense for ferreting out the unusual. Time after time these men cover news stories of adventure or intrigue that—for weird, suspense-filled adventure—will top the "best" of the most imaginative writers.

SPECIAL ASSIGNMENT, a 15-minute program, is based on the carefully-selected, fascinating experiences of outstanding news reporters from everywhere. It is a spellbinding composite of adventure, mystery, intrigue and action.

Brought to the listener by Oliver Gramling, each of the 26 episodes of this exciting series features a different reporter and tells his compelling story in an exciting, gripping 15-minute dramatization.

Mr. Gramling's vast fund of unusual, out-of-the-way news stories is brought to the listener for the first time in SPECIAL ASSIGNMENT. His presence on the program lends authority, and the glamour of news to this thrill-packed show.

Here is a transcribed program with wide appeal—a program that embodies everything the advertiser needs to build "Audience" and "Sales". A background of exceptional writing, fine production and stellar casts assures a program of consistent high standards.

If you haven't already done so . . . obtain complete information today. The program is exclusive in each market.

Write Wire or Phone

PRESS ASSOCIATION, INC.

Radio Subsidiary of The Associated Press

30 ROCKEFELLER PLAZA — NEW YORK 20, N. Y. — CIRCLE 7-7343

BIG NAMES KNOWN PERSONALITIES

THE NEW CLIFF EDWARDS...

the "man of many voices" transcribed in

THE CLIFF EDWARDS SHOW

localized with sparkling continuity

IT'S TRIPLE HARMONY ON THE "SOLID" SIDE

1. New, special arrangements of all-time, all-American favorites . . . great hits that will live forever.
2. Four sensational swing musicians—piano, string bass, guitar and vibraharp.
3. The *new* Cliff Edwards—"the man of many voices."

There is magic in the Edwards voice. He doesn't just sing a song. His "Singing in the Rain" is like walking through a summer shower. His "Jiminy Cricket" changed a pest into a delightful little fellow. Even the farmer loved his "Black Crow" interpretation in Dumbo.

This new show is an extensive library of all-time, all-American favorites; with distinctive arrangements by a master arranger. Cliff Edwards' incomparable singing, plus the swingtime magic of a sensational instrumental quartet, sets the youngsters to jumpin' and the oldsters to stomping . . . as he wraps them all in scintillating rhythm.

In this new library, smart continuity and recorded theme, makes for a sparkling program. You put the commercials where you want them and the local announcer makes this show "at home" in the local market. There are 260 quarter-hour programs available—licensed annually.

Capture two markets: one, the market represented by established Cliff Edwards fans; the other, represented by millions of youngsters.

BRIEFING THE STAR

Hollywood Star—has appeared in 103 motion pictures.

Stage Star—14 Broadway shows.

Vaudeville Star—has played every important theatre in this country and Canada and made four European tours.

Recording Star—His record sales hit an all-time high of 51,000,000 in less than three years.

Write Wire or Phone

PRESS ASSOCIATION, INC.

Radio Subsidiary of The Associated Press

70 ROCKEFELLER PLAZA — NEW YORK 20, N. Y. — PHONE Circle 7-7[illegible]

Censorship is Censorship . . . Regardless

By LOUIS G. CALDWELL

FCC's Program Report Germinated At FRC Hearings in 1927

WHEN the FCC adopted its report on "Public Service Responsibility of Broadcast Licensees," March 7, a legal fiction, which germinated almost unnoticed in the first hearings before the Federal Radio Commission in 1927, came out in full bloom. The fiction is that the slogan "public interest, convenience or necessity" embraces governmental regulation of broadcast programs, and that Section 326 of the Communications Act, denying the FCC power of censorship, is impotent against this most effective and most dangerous method of censoring. I shall attempt, in a few words, to give my own diagnosis of the Commission's action from a legal perspective.

The first step in the diagnosis is to suggest that the report contains at least three kinds of action by the FCC: (1) a set of four substantive regulations, effective immediately, prescribing what broadcasters may or may not do in their programming; (2) a set of proposed procedural regulations to carry the four substantive regulations into effect, on which the Commission invites comment, and (3) some vague and ambiguous hints of further and more detailed rules of program regulation which the FCC may or may not apply, or may apply uniformly or not uniformly.

The four substantive regulations may be paraphrased as follows:

Basic Issues

1. Each broadcast station must carry a "reasonable proportion" of sustaining programs, including (in the case of a network affiliate) network sustaining programs.
2. Each broadcast station must make "reasonable provision for local self-expression."
3. Each broadcast station must have "a reasonable sufficiency" of programs devoted to discussions of public issues.
4. The amount of time devoted by each broadcast station to advertising matter must bear "a reasonable relationship" to the amount of time devoted to programs.

The first three requirements apply to "the best listening hours," as well as to other segments of the day, and this means, primarily, the evening hours from 6 p. m. to 11 p. m. There is no indication as to what will be considered "reasonable" or "unreasonable" in applying any of the four requirements.

The penalty for violating any of these regulations is denial of the offender's application for a new station, for transfer of a license or control of a licensee, for renewal of license for an existing station, or for improvement of facilities for an existing station. The last two involve review of the station's programming during the preceding license period. Applications for a new station involve review of the applicant's proposed programs. Transfer applications seem to involve both.

Ways and Means

The proposed procedural regulations have to do with ways and means to compel broadcasters and applicants to provide the Commission with the information it needs in order to enforce the four substantive rules. While they contain defects, by themselves they are not too important. Once the Commission's power to adopt the substantive regulations is conceded, some such procedural machinery follows as a matter of course.

The third aspect of the report, i. e., the vague and ambiguous hints, is bewildering. A few examples will suffice. Apparently, to comply with requirements as to sustaining programs (including the best listening hours from 6 p. m. to 11 p. m.), the broadcaster must use such programs (a) to maintain "an overall program balance," (b) to provide "time for programs inappropriate for sponsorship," (c) to provide "time for programs serving particular minority tastes and interests," (d) to provide "time for non-profit organizations —religious, civic, agricultural, labor, educational, etc," and (e) to provide "time for experiment and for unfettered artistic self-expression." Remember, it is the FCC that will determine what programs come or do not come within any of the foregoing descriptions, including the question whether any kind of program is "inappropriate for sponsorship."

To comply with the requirements as to discussions of public issues, the broadcaster must guess right on 19 "problems of a complex and sometimes delicate nature" listed in the report, including sponsorship of such programs, fairness as between opposing points of view, sponsorship of news, control over commentators and the opinions they express, rates charged for political broadcasts, "censorship" of broadcasts by licensees, and implied obligations on the part of broadcasters to state reasons for refusing requests for time for discussion of public issues and to accept "types of informational programs which contravene the interests of large advertisers." Whether the guess is right will be determined ex post facto "in the crucible of particular cases."

The overall picture is complicated by the declaration that broadcasters are to be held fairly closely to the program schedules set forth in their applications. In other words, to be successful, an applicant must paint a proposed program picture sufficiently rosy to satisfy the commissioners who happen to be in office at the time (and rosier than any competing applicant's picture), and, to avoid losing his means of livelihood when his renewal becomes due, must show that he has been at least as good as conjectured.

Action's Legality

The legality of the FCC's action may be considered on three levels: (1) The First Amendment to the Constitution forbidding any governmental abridgment of the right of freedom of speech, (2) the Communications Act, particularly the meaning of "public interest, convenience or necessity" and of Section 326, denying the FCC any power of censorship, and (3) on the assumption the Commission has some such power as it claims, whether its action comes within the scope of that power.

In enlisting the free speech guaranty in the Constitution, we must be careful not to overstate the case against the report. For convenience, let us consider broadcast programs as subdivided into (a) information, (b) entertainment, and (c) advertising matter. I recognize that there is no hard and fast line between the first two but that will be true of any classification that can be suggested.

It is only on the information type of program that governmental regulation almost inevitably raises a question of free speech. Neither entertainment as such, nor advertising matter as such, necessarily raises any such question, although a governmental regulation of either of them *may* do so, depending on its nature. Any restriction on entertainment or advertising which is so unreasonable as to impair the effectiveness of broadcasting as "an agency of mass communication, or which discriminates against broadcasting as against another agency of mass communication, may raise such an issue, just as Huey Long's tax on the larger newspapers in Louisiana was held by the United States Supreme Court to be an abridgment of the freedom of the press. If the Commission were to forbid the giving of information, or of certain kinds of information, in entertainment of freedom of the press, such a question would be raised. Corresponding situations can arise in advertising matter, as for example, the advertisements of political parties.

No Regulation Intended

Section 326 of the Communications Act, however, is far broader in scope. As I read it, it prohibits any and all censorship by the Commission, whether of information, entertainment or advertising. Congress specifically forbade the broadcasting of certain kinds of matter, such as lotteries and obscenity, just as it refused on several occasions to forbid certain other kinds, particularly defamation. This is as far as it intended to go or to permit the FCC to go. It is easy to demonstrate from the pages of the *Congressional Record* that it did not intend to include program regulation under the standard of "public interest, convenience or necessity" (which, at most, was intended to apply to technical and physical aspects of radio regulation and, as interpreted in the network case, to very limited economic aspects). For example former Sen. Dill, the sponsor of the bill in the Senate, stated on the floor of the Senate: "The bill does not give to the Commission the power to censor prgrams, but instead there is a provision in the bill which specifically prohibits the Commission from censoring programs in any way."

Similarly, on advertising Congress made only one requirement, namely, that all sponsored matter shall be accompanied by an announcement of the sponsorship.

(*Continued on page 69*)

THE AUTHOR is the Washington resident partner of the Chicago law firm of Kirkland, Fleming, Green, Martin & Ellis. He was the first general counsel of the Federal Radio Commission, having been invited to organize and direct the Federal agency's legal department in July, 1928. He has specialized in radio and communications practice since 1926, was a prime mover and first president of the Federal Communications Bar Assn., and for four terms (1929-33) headed the Standing Committee on Communications Law of the American Bar Assn.

Mr. Caldwell

CARL, *the little dog*

who could talk *(Continued)*

Carl sat on the stoop afterwards and his tail made a little twiddle.

Then, brushing a tear from one eye, he stepped into the street and trotted down the middle.

"A-choo!" sneezed Carl, as he waited for the traffic to pass on the busy street.

Being a nice dog, of course, he lifted one small paw and rubbed his nose neat.

Then, a young man, with a smile seraphic,

Said, "Come, dog, I'll help you through the traffic."

"Thanks," said Carl, thinking that maybe *somebody* in the world was sort of all right.

"Why, you *talk!*" exclaimed the young man. And for a moment Carl could see that he'd really gotten a fright.

"Yes, but I never knew it 'til this minute," replied Carl. "Honest, mister, it's probably on account of the cold."

"Well, you see," observed the young man, "I work for WOR and with the amazing things I see that station do for people, nothing would make *me* fold!"

Then he asked Carl, "What are you reaching for?"

"Oh, some change to pay with when I get in the subway door."

"Nonsense," said the young man. "Right now I'm so happy I'd like to buy you anything. One of my clients thinks I'm a genius.

"Because, you see, WOR, not me, has been making people buy his product in Wilmington, Baltimore, Trenton, Yonkers, Newark, New Haven, Elizabeth, Hartford, and eight other great cities of more than 100,000 people each. Incidentally, he makes gardenias."

★ ★ ★

Well, to make a long story short, the young man recommended Carl, the little dog who could talk, and he joined WOR, the station.

It was really with a feeling of elation

That The Boss heard Carl telling a prospect how WOR lifted the sale of a dairy product manufacturer's package item in WOR's 7-state listening area almost *three* times above the sales for any other eastern territory. WOR also added 60 new dealers.

Of course word got around. Carl was *someone* to know. So the press started to put out feelers.

"Oh, it's nothing," said The Boss (who was kind of envious, really) to a couple of reporters.

But, in the meantime, Carl had taken a rather ravishing young lady scribe down to the local fountain for a couple of strawberry snorters.

"My, my, my," said she. "And you mean to tell me that just an inexpensive WOR program increased a cigar-maker's sales 32% in three months?"

(The Boss, in the meantime, had come downstairs — and in the background Carl heard grunts.)

"Oh, yes," said Carl, lazily twirling his straw in the big glass and ignoring The Boss. "And you should see all the wonderful things this WOR sponsor's dealers said."

"Now *that*," pointed out the enthusiastic miss, "is something I'll have to get in my editor's hands before the book goes to bed!"

—that power-full station **WOR**

at 1440 Broadway, in New York

MUTUAL

RMA Foresees Long Wait for FM Sets

Manufacturers Plead With OPA to Raise Price Ceilings

IMMEDIATE outlook for production of FM receiving sets is dismal, with only a few sets turned out since the end of the war, according to manufacturer-members of the Radio Manufacturers Assn. That group last week confronted OPA with a dramatic plea for price relief on components and completed AM receivers.

OPA lent a sympathetic ear—and eye—to a combination slide film and sound presentation in which RMA's radio set production dilemma was made clear to Paul A. Porter, Administrator, and pricing officials concerned with receivers.

AM Bottleneck

On the ground that it is harassed by shortages of components due to pricing inequities, RMA called for corrective factors which will end the bottleneck that keeps these parts from flowing to assembly lines for AM receivers, The FM problem wasn't mentioned to OPA.

RMA further asked for relief on behalf of suppliers of raw materials and partly fabricated parts because they in turn are suffering from pricing problems.

Then RMA requested price adjustments on finished AM sets through a correction factor to present prices, with an adjusted increase factor for future pricing. Finally it asked means to meet legal wage increases among raw material suppliers, component parts makers and set manufacturers.

Reaction of OPA was voiced by Administrator Porter, who said he was sympathetic with the industry's problems but in his three-week tenure had not been able to familiarize himself with the problems.

RMA is desperate, its officers emphasized at a conference after the OPA session. Over 98% of its standard set production consists of inexpensive table models and in practically all cases these receivers are being produced at a loss. How long its members can live off whatever fat they may have accumulated during the war is problematical, it was pointed out.

Labor Data Asked

OPA asked RMA for new data on labor rate changes. Already it is said to have ample data on other production costs. RMA will supply the figures as soon as they can be prepared.

Though OPA some time ago indicated it would drop price controls on radio sets when the industry becomes competitive, RMA asked no such action, confining its plea to the need for a consistent pricing pattern.

Most serious shortages are those involving speakers, transformers, tubes, coils, condensers and wood cabinets. Coils are short, for example, because coil makers can't get fine Litz wire. This shortage is traced to the fact that wire makers can't produce the item at the price OPA allows, according to RMA. Similar situations exist all through the component structure.

Individual set makers consulted after the OPA session expressed little interest in FM receivers. Stating that few sets have been manufactured, they explained that basic engineering work is far from complete.

At the moment set makers are concentrating on AM sets because they want to get into heavy production quickly. A starved public is clamoring for receivers, they point out, but only a half-million were shipped in January, latest month for which figures are available.

FM Field Tests

One large set maker observed that even when engineering for FM models is completed, it will be necessary to make field tests all over the nation and get rid of any bugs that develop in first models.

Moreover the FM models will be in a higher price class and here one of the most desperate shortages is confronted—the cabinet famine. Gum and walnut are the important cabinet woods. No gum is being harvested in the South, and walnut is difficult to get because much of the supply is going into furniture where suppliers can get a better profit. Only two console models were produced in the week ended Jan. 11.

Set manufacturers say they will get interested in FM when a brisk demand develops. Actually the manufacturers look on FM as merely an additional circuit to be added to the receiver when the public is getting enough FM service to create a market.

Similarly, they say, television receivers will be supplied when the demand develops.

Representing RMA at the OPA conference were: A. S. Wells, Wells-Gardner & Co., chairman of special RMA committee on production problems; R. C. Cosgrove, Crosley Corp.; Ben Abrams, Emerson Radio & Phonograph Corp.; W. R. G. Baker, General Electric Co.; M. F. Balcom, Sylvania Electric Products; T. E. Breck, Philco Corp.; Francis H. Engel, RCA Victor; A. Blumenkrantz, General Instruments Corp.; Joseph Gerl, Sonora Radio & Television Corp.; Floyd Masters, R. D. Doan, Stewart-Warner Corp.; John S. Holmes, Warwick Mfg. Corp.; J. J. Kahn, Standard Transformer Corp.; Ray H. Manson, Stromberg-Carlson Co.; Leslie F. Muter, Muter Co.; J. J. Nance, Zenith Radio Corp.; J. P. Rogers, Farnsworth Television & Radio Corp.; David T. Schultz, Raytheon Mfg. Co.; Ray F. Sparrow, P. R. Mallory & Co.; G. W. Thompson, Noblitt-Sparks Industries; Thomas A. White, Jensen Radio Mfg. Co.; Bond Geddes, RMA executive vice president; James Secrist, RMA publications director.

Attending for OPA besides Mr. Porter were: Geoffrey Baker, Earnest Heilman, Richard A. Frank, Bruce Morris and Griffith Johnson.

KNOMARK POLISH RUNS SPOT SERIES

KNOMARK POLISH CO., Brooklyn (Esquire Boot Polish), has added a new spot campaign to its current radio budget. Spots started March 18 on WNEW New York, 16 times weekly for 52 weeks, and seven times weekly on WHN New York for 26 weeks. Company expects to increase its radio campaign throughout the country next fall.

Spot announcements open with a man stating, "I like my jingles when sung with a band." Band plays with singer lauding Esquire Boot Polish in a two-line jingle. A woman says "I think a piano accompaniment's grand" and a one line jingle with a piano accompaniment follows. A boy's voice claims, "I think a jam session must set the pace," and in fades a jam chorus for Esquire. A girl prefers a deep bass with the bass coming in. Announcement concludes with band, piano, and bass singing four line jingle.

Sponsor is also using the following participations on New York stations: Henry Morgan on WJZ, Martin Block, Denver Darling, *Take It Easy*, *Music Hall*, *Story of the Band*, all on WNEW. Agency is Emil Mogul Co., New York.

Roma Offer

ROMA WINE Co., San Francisco, is offering free to its distributors and dealers all over the country a five-minute packaged program titled *Anne Martin's Table Talks*, for local use. Series of 39 programs is designed for use three times a week. Agency handling account is The Biow Co., San Francisco.

Survey Issue in Clear Channel Hearing

Census Audience Report On First Day's Agenda

WHEN the clear channel hearings resume two weeks from today the FCC survey on adequacy of radio service in outlying areas may become a major issue around which the battle for retention or breakdown of the exclusive frequencies will revolve.

The survey, conducted for the Commission by the Census Bureau, will be presented in complete form on the opening day of the hearings, with representatives of the Bureau and the FCC Economics Division testifying on the conduct and scope of the inquiry. Their testimony will be followed by Dr. Forest L. Whan, U. of Wichita radio researcher, who will conclude the presentation he began at the January hearings [BROADCASTING, Jan. 21] on listening habits of Midwest audiences.

On the third day of the hearings, witnesses for the Clear Channel Broadcasting Service will begin a long and detailed presentation of the case for the clears. In addition to one day of testimony from each of the three networks owning stations, the CCBS will have eight days to offer evidence, followed by a half day for KSL Salt Lake City, a clear channel station.

On May 7, the 16th day of the hearings, the Regional Broadcasters Committee is scheduled to begin its presentation. The proceedings will then be adjourned until July 1 to receive final engineering testimony and other evidence based on engineering studies. The Commission stated in its agenda it will sit continually after July 1 "until the record is closed."

Technical Reports

In addition to the testimony presented by the clear channel and regional groups, the Commission has reserved one day of the April-May hearings to receive reports and recommendations from the three technical committees assigned to make engineering studies for the proceedings. Another day will be devoted to testimony from farm cooperative and other organizations not affiliated with the clear channel or regional groups.

While having no serious quarrel with the Census survey, the clear channel group, under the direction of its counsel, Louis G. Caldwell, is inclined to attach first importance to the engineering investigations for the hearings. These studies, which have been under way for nearly a year, are to determine what constitutes a satisfactory signal and whether a given station is heard where improvement of service seemed to be most needed according to maps based on the old standards.

As counsel for the regional group, Paul D. P. Spearman will also offer engineering as well as other testimony in support of his position that clear channels ought to be duplicated. Because of the great volume of material contained in the Census survey, Mr. Spearman has not indicated his position on the data.

There will be plenty of material

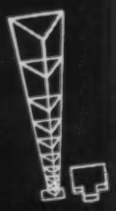
(*Continued on page 65*)

"OREGON'S GROWING--- AND FAST! IT'S NATURAL RESOURCES ARE UNLIMITED AND THERE'S PLENTY OF SPACE TO EXPAND. LET'S TAKE A LOOK AT ONE OREGON INDUSTRY..."
"Miss KGW"
Timebuyer's Sweetheart
"THE TEXTURE AND QUALITY OF OREGON WOOL IS FAMOUS! IT'S SHEEP YIELD MORE POUNDS PER HEAD THAN ANY IN THE UNITED STATES."
"THE WOOL INDUSTRY PROVIDES PLENTY OF OTHER JOBS, TOO. WEAVING, MANUFACTURING OF BLANKETS AND CLOTHING AND EXPORTING ARE BIG KGW-AREA BUSINESSES."
"HMMM, PERHAPS A NEW SUIT?"
"PORTLAND'S A SMART CHOICE FOR NEW BUSINESS VENTURES. IT HAS THE HEALTHIEST LABOR RELATIONS OF ANY CITY ON THE MAP; FEWER LABOR DISPUTES THAN ANY OTHER WESTERN CITY."
"OREGON HELD FIRST PLACE IN THE NATION IN PER CAPITA "E" BOND PURCHASES DURING THE WAR! BANKS ARE BULGING WITH FINANCIAL RESERVES."
BUY WAR BONDS
ONE OF THE GREAT STATIONS OF THE NATION
KGW
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.
"AND KGW GIVES THE RADIO ADVERTISER THE ADVANTAGE OF THE AUDIENCE APPEAL OF THESE TOP-NOTCH NBC STARS!"
PARTIAL LIST
KGW NBC PARADE OF STARS
BOB HOPE
JACK BENNY
AMOS 'N ANDY
RED SKELTON
FRED WARING
SAM HAYES
PERRY COMO
HILDEGARDE
BOB BURNS
HOAGY CARMICHAEL

OUTSTANDING among the radio forums of America is the WGN-originated *Northwestern Reviewing Stand*. First broadcast to the WGN audience in 1934 it has been on the air continuously since that time and, since 1935, has been carried by the Mutual network.

Northwestern University, famous center of midwest culture, presents members of its faculty and distinguished guests from business, government, education and the press in round table discussions of contemporary problems . . . questions that are currently in the news.

WGN is proud to present this regular feature in the public interest. It is still another indication of WGN's dominant position in middlewestern radio... a position which finds WGN carrying more national and local spot business than any other major Chicago station.

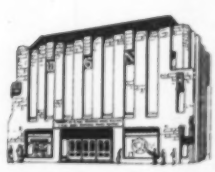


NORTHWESTERN REVIEWING STAND

A Clear Channel Station . . . . . Serving the Middle West

WGN

CHICAGO 11
ILLINOIS
50,000 Watts
720
On Your Dial



MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast: Edward S. Townsend Co., Russ Building, San Francisco, Calif.

AM, FM and Video to Receive Attention at Meeting of AAAA

BROADCASTING will occupy a prominent place in the addresses and discussions making up the agenda of the 28th annual meeting of the American Assn. of Advertising Agencies, to be held in the Waldorf-Astoria, New York, April 10-11. Program will deal not only with the advertising uses of AM radio, but will also include papers on FM and television.

Agenda includes: "Radio Commercials and How to Improve Them," by Joseph Moran, associate director of radio, Young & Rubicam, who will illustrate his remarks with recordings; "What Agencies Should Know About FM," by Abbott Spencer, radio executive, J. Walter Thompson Co.; "Television Today," by Thomas d'Arcy Brophy, president, Kenyon & Eckhardt.

Fresh View

Harry Bannister, general manager, WWJ Detroit, will give the agency executives a fresh view on agency-media relations when he tells "What Some Broadcasters Think About Agencies," after which Allen L. Billingsley, president, Fuller & Smith & Ross, will ask, "Do We Need a Study of Our Media Relations?"

At another session Mr. Billingsley will present to the AAAA members a plan for a survey proposed by his Committee on Improvement of the Content of Advertising. The survey would be similar to that made for the Truman Committee by the Assn. of Better Business Bureaus at the AAAA's request during the war. Elmo Roper will report on a pilot study made among bankers, attorneys and corporation directors to determine the opinions of the influence of advertising. This study is part of a presentation by the Special Committee on Presentation for Advertisers, headed by Fairfax M. Cone, chairman of the executive committee, Foote, Cone & Belding.

Don Belding, chairman of the board of the same agency, will speak on ways in which business and advertising can be explained in campaigns and sales promotion. H. H. Haupt, vice president in charge of BBDO's western offices, will discuss "Explaining Advertising to Clients' Employes." A talk on "New Uses for Advertising," with exhibits, will be given by Gerald Carson, vice president and copy director, Benton & Bowles.

Two Day Meeting

Two-day meeting, open only to AAAA members, has been planned around the theme of "Distribution —or Bust!" Frederic R. Gamble, AAAA president, said in announcing the agenda. "Agencies realize that advertising has a major responsibility ahead," Mr. Gamble stated. "As soon as the sellers' market has ended, advertising must then help to find customers for America's increased flood of goods and services."

Opening session, presided over by Richard Compton, president of Compton Adv. and board chairman of the AAAA, will deal with ways in which advertising can attract better personnel. Sigurd S. Larmon, president, Young & Rubicam, will report on projects begun by his Committee on the Reemployment of Veterans. Fletcher Richards, president and general manager, Campbell-Ewald Co. Eastern Division, and Adolph Fensholt, president, The Fensholt Co., will summarize work already under way on this problem in New York and Chicago, respectively.

Examination Plan

A nationwide examination plan developed by the Committee on Education and Training for Advertising will be proposed by the committee's chairman, James H. S. Ellis, president, Kudner Agency. How a similar plan has worked out in California will be reported by Dana H. Jones, owner, Dana Jones Co.

Hugh Feltis, president, Broadcast Measurement Bureau, will speak on the current BMB study of station audiences at a session on research presided over by Mr. Larmon. A. W. Lehman, managing director, Advertising Research Foundation; D. B. Lucas, technical advisor of the Foundation and Victor H. Pelz, Traffic Audit Bureau, will also speak.

At the final session, William Reydel, partner of Newell-Emmett Co., will report on the activities of the Committee on Consumer Relations in Advertising. James W. Young, chairman of The Advertising Council and senior consultant to J. Walter Thompson Co., will give a progress report on the postwar activities of the Council.

Executive session, including election of officers and directors, will be held the morning of April 10, preceding the first business session.

WMT SCHOLARSHIPS

Coe College Freshmen, Upper Classmen to Benefit

TEN $300 scholarships for freshmen and three for upper classmen of Coe College, Cedar Rapids, will be awarded by WMT Cedar Rapids for 1946-47, William B. Quarton, station general manager, announced. It will be the third consecutive year for the WMT scholarships.

Awards will be based on character, scholarship and need. More than 1,000 high schools in WMT's area are cooperating in the station's annual scholarship plan, which is open to all students residing in the WMT listening area. As part of its public service programming, WMT presents each Tuesday a program by Coe College.

Fulton Lewis, jr.

sells clothing

IN CEDAR RAPIDS,

banking service in Denver, and hundreds of other products for more than 180 sponsors. America's Number One Cooperative Program reaches specific markets with special appeal for listeners who *think*—mature listeners who know what they want and who buy when they want it.

AND HE'LL SELL YOUR PRODUCT, TOO!

Effective local tie-ins are accomplished by insertion of local advertisers' commercials. Fulton Lewis, jr. is still available for local sponsorship in a few choice markets. Wire, phone or write us at once for complete information.

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
1440 BROADWAY, NEW YORK 18, N.Y.
CO-OP

NOTIFICATION OF SCHEDULE CHANGE DUE TO DAYLIGHT SAVING TIME

FROM STATION _____ CITY _____

TO KATZ _____ OFFICE

Daylight Saving Time change on April 28, 1946 affects this account as shown below. These adjustments should be reported to agency for confirmation.

ACCOUNT _____ EXPIRATION DATE _____ AGENCY _____

PROGRAM _____ MINUTE _____ BREAK _____

Operating Time as of April 28, 1946. TIME ZONE: Eastern _____ Central _____ Mountain _____ Pacific _____ Daylight Saving Time _____ Standard Time _____

PRESENT SCHEDULE			SCHEDULE BEGINNING APRIL 28, 1946		
DAY & TIME	PRECEDING PROGRAM	FOLLOWING PROGRAM	DAY & TIME	PRECEDING PROGRAM	FOLLOWING PROGRAM

TAKING Torture OUT OF Time Change

No one in radio can look at a calendar these days without feeling a trifle bilious. If Daylight Saving Time has its good points, you won't find a radio executive who knows what they are.

The Katz Agency regards April 28 and its wholesale shifting of schedules and programs with no less foreboding than anyone else. But we felt that we could do something about it.

Accordingly, we devised a simple Notification Form — to be used by stations to inform agencies and advertisers of schedule changes.

It doesn't solve the basic problem, of course — but it does take a little of the torture out of Time Change.

MORE FACTS MAKE MORE SALES

The Katz Agency Data Service issues: program information; standardized coverage maps, market digests and station profiles; and a variety of other data individualized for specific time buying problems.

STATIONS SERVED BY

The KATZ AGENCY, INC.

North and Midwest

WCOP	ABC	BOSTON
WCFL	ABC	CHICAGO
WKRC	CBS	CINCINNATI
KRNT	ABC	DES MOINES
WFBM	CBS	INDIANAPOLIS
WFEA	CBS	MANCHESTER
WISN	CBS	MILWAUKEE
WHOM		NEW YORK
WFIL	ABC	PHILADELPHIA
WCAE	ABC	PITTSBURGH
WFCI	ABC	PROVIDENCE-PAWTUCKET
WTAD	CBS	QUINCY, ILL.
WSPD	NBC	TOLEDO
WOL	MBS	WASHINGTON, D. C.
WMT	CBS	WATERLOO-CEDAR RAPIDS
WNAX	ABC	YANKTON-SIOUX CITY

South

WGST	CBS	ATLANTA
WWNC	CBS	ASHEVILLE
KLRA	CBS	LITTLE ROCK
WMAZ	CBS	MACON
WREC	CBS	MEMPHIS
WSIX	ABC	NASHVILLE
WWL	CBS	NEW ORLEANS
WKY	NBC	OKLAHOMA CITY
WDAE	CBS	TAMPA
WTOC	CBS	SAVANNAH

West

KLZ	CBS	DENVER
KUTA	ABC	SALT LAKE CITY
KHQ	NBC	SPOKANE
KGHL	NBC	BILLINGS, MONT.
KVOR	CBS	COLORADO SPRINGS
KGU	NBC	HONOLULU, T. H.

The KATZ AGENCY, INC. *STATION REPRESENTATIVES*

New York • Chicago • Detroit • Kansas City • Atlanta • San Francisco • Los Angeles • Dallas

THE TOWNSEND PLAN—this particular one dealing with advertising methods of Bill Townsend—was outlined by the well-known Chicago national advertising consultant at a dinner in Washington's Willard Hotel. In attendance were 150 executives in media and advertising and at one table were (l to r): Henry J. Kaufman of Henry J. Kaufman & Assoc., Washington advertising agency which staged the event; Mrs. Ray Henle, wife of the MBS Washington commentator; Mr. Townsend; and Miss Dorothy Thomas, secretary to Mr. Townsend.

Chicago Programmers Protest Press' Attitude on Local Shows

NETWORK shows may be moving out of Chicago but the city is far from a radio graveyard.

The independent stations, WIND WJJD WCFL WAIT WAAF and the powerful WLS with ABC affiliation, all report substantial increases in both sustaining and commercial programs during the past six months.

Despite this, scanning the highlights and radio columns of the Chicago newspapers, the average reader would conclude the only stations in Chicago are network owned.

New Shows Ignored

The newspapers have been emphasizing the number of radio shows to leave Chicago, but they have ignored almost completely the many new ones to appear on smaller stations, the independents point out.

Actually, the increase in programs on the smaller stations has had a healthy effect on the AFRA and AFM rosters, as well as additional work for Radio Writers Guild and Radio Directors Guild members.

WJJD, the Marshall Field station, has introduced more than a score of new programs in recent months and has completely revised its program format to offer a variety of talks, music and drama in hour segments. The response from the audience has been most encouraging, according to Bob Ward, WJJD publicity and promotion chief. Some of the more expensive programs now aired over WJJD include Tom, Dick & Harry, famous radio comedy trio, Florence Bourke Ellis' *Book Reviews*, and Bob Elson's *Re-creation of Famous Fights*.

These programs, individually, WJJD points out, cost as much as many shows aired by the network owned stations, but seldom get much publicity. WJJD has also increased its staff considerably, while networks have thrown scores of top performers out of work in cancelling or moving programs elsewhere.

Howard Miller, who came to WIND as program director about three months ago, has given the station's program schedule a much-needed revision, putting in balanced programs and emphasizing novelty remotes, such as *Marriage License Bureau*. Station now offers over 15 new shows, including *Celebrity Spotlight*, Eddie Hubbard's *Cupboard Musical Review & News*, *Gratefully Yours*, and *Concert Hall*. Most of them are sponsored and are doing a good job, if listener response is an indication.

New WCFL Shows

While network outlets can replace a locally originated program with "something off the line" the independents must come up with something as good or better. WCFL, the American Federation of Labor station, while able to make use of ABC programs, has also introduced several new shows in recent months, including *Spice of Life*, *Maggie's Private Wire*, *Just In Passing*, *Anything Goes* and *Chicago Symphony*.

These stations also point out that while they must sell their shows at considerably lower rates than the network outlets, their union costs are the same for musicians, writers and actors.

In many cases, examination of survey reports reveals their ratings for locally produced shows compare favorably, in the basis of coverage, with the high-priced network offerings.

A check of the Chicago radio columns reveals further information to justify much of the complaints of the independent stations that they are being overlooked when it comes to providing quality programs to their listeners.

A typical day (Friday) gives the following comparisons: *Chicago Times Highlights*, network programs, 8; local programs, 0. *Chicago Daily News*, network programs, 13, local programs, 3; *Chicago Tribune*, network programs, 17, local programs, 5; *Chicago Sun*, network programs, 29 local programs, 8.

While none of the local stations cared to confide its talent costs, the majority of them spend from $2500 to $3000 per week to provide live-talent programs.

Inconsistency of this neglect on the part of radio editors toward local programs is that the newspapers themselves serve, in most case, the same audiences and areas served by the stations.

Educators Confer On CBS Program

Board of Consultants Meets In New York April 4

NATIONAL board of consultants of CBS *American School of the Air* will meet at CBS New York headquarters April 4 to discuss plans for the *School of the Air* program. The board meets annually.

The educational program is heard Mondays through Fridays from 5 to 5:30 p. m., a recent change of air time. The program formerly was heard during school hours.

Chairman of the board is Dr. William C. Bagley, professor emeritus at Teacher's College, Columbia U. Members are Roy Chapman Andrews, honorary director, American Museum of Natural History; Stephen F. Bayne, deputy and associate superintendent of schools, New York; Regina C. M. Burke, associate superintendent of schools, New York; William G. Carr, secretary, Educational Policies Commission; Paul E. Elicker, executive secretary, National Assn. of Secondary School Principals; Belmont Farley, director of public relations, National Education Assn.; Florence Hale, editor, *The Grade Teacher;* Mrs. William A. Hastings, president, National Congress of Parents and Teachers; Col. Harold W. Kent, War Dept. liasion, U. S. Office of Education, radio director, Chicago Public Schools; Lou La Brant, president, Assn. for Arts in Childhood; Charles H. Lake, superintendent of schools, Cleveland; R. S. Lambert, supervisor of educational broadcasts, Canadian Broadcasting Corp.; Morris Meister, president American Science Teachers Assn.; Carl H. Milam, executive secretary, American Library Assn.; Jane E. Monahan, chairman, radio committee, Dept. of Elementary School Principals, National Education Assn.; Lilla Belle Pitts, professor of music education, Teachers College, Columbia U.; Dr. John W. Studebaker, U. S. Commissioner of Education, and Mrs. Beulah Keeton Walker, president, Dept. of Classroom Teachers, National Education Assn.

AFRA Ball May 17

REVIVAL of annual AFRA Ball May 17 after a hiatus of four wartime years will be held at the Waldorf-Astoria Hotel, New York, with entire proceeds of the affair, sponsored by New York Local of AFRA going to the local's Servicemen's Fund. Lawrence Tibbett, retiring this year after five year's service as national president of AFRA, is honorary chairman; Ed Herlihy, announcer, is general chairman; committee members include Fred Allen, Eddie Cantor, Helen Hayes, Danny Kaye, Bert Lytell, Helen Menken, Jan Peerce, Frank Sinatra, Kate Smith, Margaret Speaks, Dinah Shore and Gladys Swarthout.

SELL

#1 MARKET
Winston-Salem
Greensboro
High Point

In the South's

#1 STATE
NORTH CAROLINA

via

WSJS
Winston-Salem

NBC

for the TRI-CITIES

Representing
HEADLEY REED CO.

All-Vet WMVG Is Ready To Start Operations

WMVG Milledgeville, Ga., is scheduled to go on the air soon, with an all-veteran staff. Operating on 1450 kc with 250 w, the station is housed in the old Capitol Building on the campus of the Georgia Military College. Wincharger 165 foot vertical antenna is located three blocks from the studios.

Station owner is Jere N. Moore, who is also editor and publisher of the *Milledgeville Union Recorder*. He has just returned with rank of colonel after five years in the Army, 30 months of which were spent in the Solomons. Michael Landy is chief engineer and station manager. Robbie Hattaway is technical engineer. Army, Navy and Marines are all represented on the staff.

SPONSOR STARTS SIXTH YEAR

KMBC Celebrates Fifth Anniversary of Farm Service Programs for Staley Mill

TWICE - DAILY farm service broadcasts on KMBC Kansas City this month begin sixth year for the same sponsor, Staley Milling Co., Kansas City. Firm began sponsoring twice-daily service broadcasts by Phil Evans, KMBC farm editor, in March 1941.

Celebrating fifth anniversary and 2,600th broadcast, station, sponsor and agency officials set stage for "another five years of twice-daily sponsorship" at luncheon in the Kansas City Club, following Mr. Evans' *Feed Lot Chats* programs, 12:20 p. m., Monday through Friday. He also does *Farm Counselor Talks* at 6:15 a. m. Monday through Friday for Staley.

Pictured at celebration luncheon are (l to r): Charles Eatough, in charge of KMBC regional sales; Sam H. Bennett, station vice president and sales director; Mr. Evans; Tom Staley, general manager and treasurer, Staley Milling Co.; Maurice Johnson, Staley vice president; C. R. Lawson, vice president, Potts-Turnbull Co., Kansas City, agency placing account.

NIELSEN LISTS WOR AS DAYTIME LEADER

WOR New York is the leading station during the daytime with listeners in that metropolitan area, with 12.8% as its average share of the audience between 6 a. m. and 6 p. m., according to the Nielsen Radio Index, the station reported last week following receipt of its first NRI reports. These covered listening during the fall of 1945 in 16 New York counties, 37 Pennsylvania counties, 4 Connecticut counties and all of New Jersey.

Area contains 4,450,000 radio homes, with 380 Nielsen audimeters installed in 322 homes, selected by location, income, etc., to make a representative sample. WOR, as the first and, so far, the only NRI subscriber in New York, pays a base rate of $48,000 annually for the service, plus $5,000 apiece for reports on other New York stations, less certain discounts. As other stations subscribe to the service, the rates per station will be decreased, it was stated.

Courtland Langley, WOR research director, said that the reports had not been thoroughly analyzed as yet but that two obvious findings are the popularity of mystery programs in comparison with other types of radio entertainment and the strong audience pull of news programs, which holds up despite the fact that the war is long over. The Nielsen flow charts show that whenever only one station is broadcasting news, it attracts listeners away from preceding programs on all other stations.

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

representing

WMOB . . . . . Mobile, Ala.
KTHS . . . . . Hot Springs, Ark.
KFMB . . . . San Diego, Calif.
KWKH . . . . . Shreveport, La.
WCPO . . . . . Cincinnati, Ohio
WTJS . . . . . Jackson, Tenn.
WNOX . . . . Knoxville, Tenn.
WMC . . . . . Memphis, Tenn.
KRIC . . . . . Beaumont, Texas
KWBU . . . Corpus Christi, Texas
KRLD . . . . . Dallas, Texas
WCHS . . . Charleston, W. Va.
WBLK . . . . Clarksburg, W. Va.
WSAZ . . . Huntington, W. Va.
WPAR . . . Parkersburg, W. Va.

Scoop!

AN ARMY car bearing four stars aroused the curiosity of Mitch Betters, WTHT Hartford, Conn., newscaster, when it pulled into a Hartford filling station to gas up. He peered into the car, saw the grinning face of Gen. Jonathan M. Wainwright. Mitch introduced himself, an informal interview followed and within a half hour WTHT broadcast the exclusive story on its noon newscast.

MORNING WHIRL FOR PITTSBURGH GIRLS

"The Shopping Circle"

Not only in Pittsburgh, but for miles around the countryside, women turn an eager ear to KDKA when Janet Ross airs the "Shopping Circle," from nine to nine-fifteen each weekday morning.

In a friendly, informal manner.. Janet Ross chats about subjects of enduring feminine interest. Clothes. Fashions. Beauty. Home-decorating. Home-*making*. Women listen faithfully.. because they're interested, and because they know Janet Ross as a leading clubwoman, chairman of many civic affairs, a speaker in constant demand. Naturally, when Miss Ross mentions the products of her participating sponsors, such mention is reflected in increased sales.

If you have a product bought by women.. and if you'd like to see it really *move* in KDKA's vast market of 6 million people in and around Pittsburgh.. ask NBC Spot Sales for the data on Janet Ross' "Shopping Circle." You'll get around, too!

KDKA
PITTSBURGH
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

WOWO • KEX • KYW • WBZ • WBZA • KDKA

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX
KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

FOR OUTSTANDING

PUBLIC SERVICE

WOV receives Peabody and Variety Awards for contributions to American radio in 1945 — the result, we believe, of a balanced program policy.

To receive either of these cherished citations is an honor to any radio station and a tribute to its record of service to the listening public. To receive simultaneously, both the Peabody Award and the Variety Showmanship Award for contributions to American radio in 1945, is a distinction that, in our opinion, is the direct result of a carefully planned and projected program balancing policy.

We of WOV believe that in serving the public interest to the best of our abilities, we best serve our listeners and sponsors alike. We believe that in developing programs and broadcast patterns designed to entertain, educate and inform, WOV is carrying out a schedule of public service that is its basic responsibility.

We express our deep gratitude to Variety and the Peabody Award Committee for the honors bestowed upon us. WOV will strive, during the coming year to be worthy of these distinguished citations.

WOV

New York

Ralph N. Weil, General Manager Arnold Hartley, Program Director John E. Pearson Co., National Rep.

BIRMINGHAM
ALABAMA'S RICHEST MARKET

RADIO HOMES

Radio homes in the WBRC Daytime Area total 171,159. These are divided into 89,-302 urban and 81,947 rural. WBRC dominates this 215 - million - dollar market. Wire or write for complete information.

WBRC
NBC
5000
WATTS
DAY and NIGHT
BIRMINGHAM'S
BEST RADIO BUY

NAB's Texas and Iowa Clinics Emphasize Role of Newscasting

NEWSCASTING is attaining a role of growing importance to large and small stations alike and demands increasing attention by management, it was agreed at a series of four news clinics held under auspices of the NAB. Three of the clinics were held in Texas—Houston, Fort Worth and San Antonio—the fourth at Cedar Rapids, Ia.

Fort Worth Clinic

At Fort Worth the second Texas clinic agreed Wednesday that large and small stations alike must continue to expand local news coverage in the interest of better news coverage and improved programming. Newsmen agreed that trained personnel are needed, with further opportunity to train qualified young men wanting to break into the field.

James Byron, news editor of WBAP-KGKO, Fort Worth, said another Dallas legman would be added to the staff.

In a discussion of commentators and analysts it was agreed that a commentator expresses his own opinion whereas an analyst draws upon opinion of others without introducing his own views. Both fields call for special background and responsibility lest radio destroy its integrity, it was felt.

Stations themselves must do the local news job, wire service spokesmen and station men agreed.

Reception was held by WBAP-KGKO after the business session. Jack McGrew, KPRC Houston, general chairman for the series of Texas clinics, attended the Fort Worth meeting, along with Mr. Springer and Mr. Campbell.

News will more than pay its own way, not only in production of station revenue but also in station prestige and balanced programming, in the opinion of station representatives at the Houston clinic, held Tuesday. The ideal radio newsman was described as a man who can gather, write, edit and broadcast news since he can bring more authority to the microphone and therefore is listened to with greater respect.

In a discussion of news sponsorship, the Houston clinic agreed that well-written, brief commercial copy does not detract from the news. It was felt that stations themselves must convince agencies and sponsors that lengthy copy is not necessarily the best selling copy in newscasts.

Arrangements for the three Texas clinics were made by Martin Campbell, WFAA Dallas, NAB 13th District director, in cooperation with Arthur C. Stringer, NAB director of promotion. KPRC Houston was host at a reception in the Rice Hotel after Houston meeting.

Buryl Lottridge, WOC Davenport, was general chairman of the Iowa clinic, held March 22, at the Roosevelt Hotel, Cedar Rapids. John J. Gillin Jr., WOW Omaha, NAB 10th District director, participated. Sixty-two station representatives, including several from Nebraska and Illinois, attended the clinic. William B. Quarton, WMT Cedar Rapids, entertained delegates at dinner the night before the clinic and the station also entertained at Pickwick Club after the clinic.

Among speakers were Prof. Wilbur Schramm, head of the Dept. of Journalism, U. of Iowa, and Ken Marvin, head of the Dept. of Journalism, Iowa State College; Bob Redeen, WOC; Al Haugner, WMT; Henry Hook, KGLO Mason City; Jack Shelley, WHO Des Moines; Bill Ray, WMAQ Chicago; Mr. Stringer.

At the Fort Worth clinic were: James S. Alderman, WRR; Justin R. Anderson, PA; John W. Bachman, KWBU; Ray Baumgardner, INS; Taylor Branch, WRR; James A. Byron, WBAP-KGKO; John Caskey, KWBU; Herman Cecil, KCMC; Carr P. Collins, Jr., KWBU; Hank Degner, KOCA; L. E. DuPont, WBAP-KGKO; Harold Gage, KWBU; J. H. Hubbard, KXOX; Wes Izzard, KGNC; Charles Jordan, WRR; Bert Kadell, KWBU; Boyd Kelley, KPLT; Russ Lamb, KFJZ; Meador Lowrey, KRLD; Jack McGrew, KPRC; Jack E. Nunnery, Elery Owens, WFAA; Duane Ramsey, KRBC; Porter Randall, KFJZ; D. H. Rankin, Fort Worth; Hugo Speck, WFAA-KGKO; Arthur C. Stringer, NAB; Pete Teddlie, WRR; James G. Ulmer, KGKB; W. E. Wilcox, KRRV.

At the Houston clinic were: C. B. Locke, Dave Russell, KFLM; Ted Hills, Francis Gilbert, KTHT; Ken Millican, KXYZ; Kern Tips, Pat Flaherty, Ray Miller, Jack McGrew, KPRC; Jack Nell, Ed Henry, Joe Trum, KRIC; L. D. Clough, KLUF; J. C. Rothwell, KSAM; Bill Laurie, M. D. Stewart, KNET; Burton Bishop, Larry Morrell, KTEM; Guy Corley, WTAW; N. S. Patterson, U. of Houston; Arthur C. Stringer, NAB.

Attending the Iowa clinic were: John J. Gillin Jr., WOW; Buryl Lottridge, Bob Redeen, WOC; Phil Hoffman, Chuck Miller, Mal Hansen, Glen Law, KRNT; Eugene T. Flaherty, Robert Moore, KSCJ; Charles Ahrens, Gerald Brogan, UP; Virgil Sharpe, KOIL; H. R. Gross, KXEL; H. R. Hurd, Max Smith, KFJB; Bill Croker, Jim Borman, AP; Craig Campbell, INS.

Dick Burris, Gene Shumate, KSO; H. B. Hook, Chuck Hilton, KGLO; Ken Peterson, Drexel Peterson, KVFD; G. B. McDermott, KBUR; Woody Woods, Jack Shelley, M. L. Nelson, Herb Plambeck, WHO; Mrs. Elsie Lawrence, Lois Crawford, KFGQ; Ralph Childs, KMA; Don Jackson, Art Barnes, Dick Baxter, Dick Yockam, Wilbur Schramm, WSUI; Morgan Sexton, Lucille Leoggins, KROS; Bill Ray, WMAQ; Ken Marvin, Bob Mulhall, Dick Hull, Dick Vogl, WOI.

Arnie Stierman, George Freund, Ken Gordon, KDTH; Jim Carpenter, WKBB; Ray Hampton, Forest Cooke, WHBF; Prof. C. C. Tull, Cornell College; George Webber, Iowa Tall Corn Network; Doug Grant, W. B. Quarton, Lew Van Nostrand, Fred Henson, Gene Claussen, Al Haugner, Pat Patterson, Mrs. Pearl B. Broxam, WMT; Jack Hubbard, KROS; Arthur C. Stringer, NAB.

Union Checkup

MAKING clean sweep of remote broadcasts in Los Angeles area, IBEW Local 40 is checking that all such field pickups be handled by authorized union engineers and technicians. Situation was reportedly somewhat lax during war years and new move is designed to aid maximum union employment.

Movies of NBC Series

AGREEMENTS to film NBC "One Man's Family," sponsored by Standard Brands, New York (Royal desserts and Fleischmann's yeast), through Kenyon & Eckhardt, New York, were signed March 19 in Hollywood by Sidney N. Strotz, Western Division vice president of NBC, Carlton E. Morse, writer and producer of the show, and Abe Silk, president of the Cinema Century Productions.

NEW DIRECTOR of NAB 8th District, C. Bruce McConnell (left), WISH Indianapolis, congratulated by John E. Fetzer, head of the Fetzer stations, who served four terms and declined a fifth. District met March 21-22 at Grand Rapids.

Cut in International Telegraph Rates Asked

PROPOSAL that international telegraph rates be reduced to a maximum of 30 cents per full-rate word from any point in the U. S. to all other points of the world where communications services are now available was made to the FCC last week by Thompson H. Mitchell, executive vice president of RCA Communications.

The FCC in a news release March 28 expressed satisfaction with the reductions which it said will become effective May 1.

Pointing out that this proposal is in line with the agreement of U. S. and British delegates at last fall's Bermuda conference for a 30-cent maximum between any point in the U. S. and in the British Empire, RCA said the plan would extend this principle to more than 80 countries, territories and islands, to which rates now range from 33 cents to $1.15 per ordinary word. These rates would be lowered to a uniform basis of not more than 30 cents, with charges of 15 cents a word for deferred service and 10 cents a word for radio letters.

A similar request was made to the Commission by American Cable & Radio Corp., which asked that rates be reduced to 30 cents a word from all points in the U. S. to all places abroad where rates now exceed that sum. Warren Lee Pierson, ACR president, said that the proposal is in line with the policy begun last year when the company put into effect a rate of 20 cents a word between New York and all countries of Europe, which it now proposes to extend to all U. S. points.

Defendants Win Suit

DECLARING a lack of sufficient similarity existed to constitute plagiarism, Los Angeles Federal Judge J. F. T. O'Connor has awarded direct verdict in favor of Philip Morris Ltd. Inc., The Biow Co., agency servicing account, and NBC in $100,000 suit of Harold H. Enfield, script writer. Plaintiff asserted defendants plagiarized his "Veterans' Canteen" for the "Johnny Presents Ginny Simms" program.

What's Surprising About This?

AMARILLO RATED ONE OF THE COUNTRY'S RICHEST RETAIL MARKETS!

We don't mean to infer that all the Ladies in the Panhandle wear Silver Fox, but believe-you-me, there's a lot of money out here to jingle in the pockets. Wheat, oil, cattle, cotton, potatoes, onions, and industry have swelled the income of the above-the-average-wealth market of Amarillo to a $900 per capita, or a $3,420 per family. This means a total effective buying income of over 397 million dollars . . . and the station which has influence with this wealth is KGNC. You can't afford to pass up Amarillo and KGNC, the Family Station in the Great Panhandle.

THE FAMILY STATION IN THE GREAT PANHANDLE

KGNC

AMARILLO

TEXAS

5000 WATTS DAY 1000 WATTS N.

1440 K.C.

TAYLOR-HOWE-SNOWDEN Radio Sales

AFFILIATED WITH THE LONE STAR CHAIN - NATIONAL BROADCASTING CO. AND

BROADCASTING IN THE

Public Interest

★ **AN OBLIGATION**
★ **A PRIVILEGE**
★ **AN OPPORTUNITY**

We take our non-commercial broadcasting seriously at KFI. Our aim is to produce and air programs of maximum educational benefit that people actually *want* to listen to. The entire Production Staff sees that every show going on the air has had all of the benefits of fine writing, good production and experienced talent and scheduled at the hour best suited to the audience for which it is intended. Such time periods are specifically set aside for these non-commercial features.

At KFI we believe that carefully planned public interest programs produce a greater acceptance for commercial broadcasts. Both at all times receive our utmost attention.

TRAFFIC TRIBUNAL — 8 YEARS
Dramatization of local traffic problems

NOON FARM REPORTER — 5 YEARS
Agricultural information service

SCOUT JAMBOREE — 7 YEARS
In collaboration with Boy Scouts of America

HOLLYWOOD BOWL YOUNG ARTISTS COMPETITION — 3 YEARS
Yearly competition for instrumentalists and vocalists

THE AMERICAN FORUM — 1 YEAR
Open discussion of controversial issues

MAYOR BOWRON SPEAKS — 4 YEARS
Weekly report by Mayor of Los Angeles

REGIONAL FARM NEWS — 1 YEAR
Agricultural service for Western regions

FROST WARNINGS — 5 YEARS
Forecasts for California and Arizona growers

UNSEEN ENEMY — 2½ YEARS
Educational series on venereal disease

THIS IS MY COUNTRY — 2 YEARS
Dramatization of civic activities

SINCE PEARL HARBOR — 2 YEARS
Enlisting support for Red Cross

OUNCE OF PREVENTION — 6 MONTHS
Industrial health and safety education

G.I.'s ABROAD — 3 YEARS
Transcribed interviews with So. Calif. servicemen overseas

KFI ... **NBC** for LOS ANGELES

50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES

Earle C. Anthony, Inc.

EDWARD PETRY AND COMPANY, INC. • NATIONAL REPRESENTATIVES

CBS Predicts FM Will Supplant AM; Promotes Color Video in '45 Report

IN AN ANNUAL report to stockholders, mailed last week, CBS predicted that FM broadcasting and ultra high frequency full-color television would "exert important influence" on the network's operations in the "years immediately ahead."

To stockholders, CBS sent a 45-page pamphlet describing its financial history for 1945—with net income up $667,280 over 1944—listing in detail programs and outstanding service, and estimating the future.

FM 'Preferred'

CBS, said the pamphlet, confidently expects FM ultimately to supplant today's standard broadcasting as "the preferred audio service for the great majority of the people."

As leading prophet of ultra high frequency full-color television, CBS will continue "militant . . . sponsorship" of that medium. The network listed three reasons for its advocacy of such television: (1) It permits broadcast of high-definition images in full and brilliant color; (2) it makes possible home reception free of man-made interference and "ghosts"; (3) it can accommodate at least twice as many television stations as lower frequencies now utilized by black-and-white television.

"The rapid public acceptance of color television will afford the public and the broadcaster protection against duplicate dollar investment," said the report.

"As a broadcaster and not a manufacturer of receiving sets, CBS realizes that until a full-fledged television audience is created there can be little expectation of the income necessary to put television on a self-supporting basis."

New Recording Plant

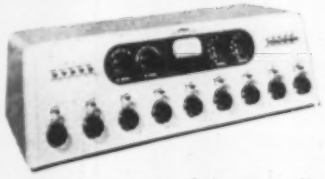
The report also announced that the Columbia Recording Corp. is resuming "full-scale production" in its plants at Bridgeport, Conn., King Mills, Ohio, and Hollywood and that a new plant in Hollywood was planned to replace the present one.

Other sections of the report pointed to CBS' record of war broadcasting. From Dec. 7, 1941, through Sept. 2, 1945, CBS presented 58,603 programs devoted to the war and related problems, accounting for 10,586 air hours. The network continued other public service features in addition to its war broadcasts.

In 1945, the report showed, CBS broadcast 8,634 hours and 24,074 programs. Of these programs, 2,149 came, in whole or in part, from abroad.

Gross income of the network in 1945 was $86,257,385, compared with $84,905,830 for 1944. Net income from operations after taxes was $4,308,627 in 1945. Added to this figure was an "extraordinary" gain from sale of WBT Charlotte, N. C., of $1,037,014, making a total net income of $5,345,641 for 1945, compared with $4,678,361 in 1944.

TWO NEW RAYTHEON MODELS ANNOUNCED



Raytheon's new speech input studio console for AM and FM.

PRODUCTION of a new volume limiter and details of a new speech input studio console for AM and FM broadcasting were announced last week by Raytheon Mfg. Co., which reported both models were ready for delivery.

The new console permits broadcast and simultaneous auditioning of any combination of studios, remote lines or turntables through two high quality main amplifier channels, the company said. Oncoming programs may be cued and the volume pre-set while on the air.

The console is composed of seven pre-amplifiers, one program amplifier and one monitoring amplifier. A nine position mixer system is utilized to provide "complete control" of the seven pre-amplifiers as well as two remote circuits, the company said.

The new volume limiter permits "more effective use of existing transmitting equipment," according to the company. It will raise the average percentage of modulation without any audible increase in harmonic distortion.

The volume limiter is "ideally suited" for high fidelity AM transmission and "meets or exceeds" FCC requirements for FM transmission, the company said.

WORLD-WIDE radiotelegraph facilities capable of handling 200,000 words of copy per day from the Hunter College site of the United Nations Security Council session are in operation by RCA Communications Inc.

CBC Covers Meeting

CBC is covering the UNRRA and UNO Security Council meetings with a large staff both for its Canadian networks and its International Shortwave Service. At UNRRA: Ethelwyn Hobbs, women's commentator, Ab Kemp, farm commentator, and reporters John Fisher, Marcel Ouimet, for CBC English and French language networks, and Walter Schmolka for International Service. Mr. Fisher and Mr. Ouimet reported UNO Security Council sessions along with John De B. Payne, Peter Aylen and Gordon Skilling for International Service. Neil Morrison, supervisor of talks, was an observer for the CBC.

LUCKY?...

...NO!... this fisherman just used the RIGHT LURE where the FISH WERE!

WBIR is your "right lure" in Knoxville. The station that serves the POPULOUS AREA of the Knoxville market. Let us send you our latest Hooper reports and other market data—today.

*URBAN POPULATION 280,500

*(WBIR Primary Coverage)

WBIR covers the cream of the Knoxville market with a top daytime audience.

ABC AFFILIATE

NUNN STATIONS
WBIR, Knoxville, Tenn.
WCMI, Ashland, Ky.
Huntington, W. Va.
WLAP, Lexington, Ky.
KFDA, Amarillo, Tex.
Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.

WBIR
A NUNN STATION

JOHN P. HART, MANAGER
Knoxville, Tenn.

REPRESENTED BY THE JOHN E. PEARSON CO.

SEASONAL AUDIENCE DROP IS INDICATED

NEW YORK'S listening audience has started a downward trend characteristic of the summer season approach. Pulse Inc. reported last week.

Listening level during the week of March studied was 25.5, as compared with 25.8 in February and 26.6 in March a year ago. In 1945 March listening was the highest of the year.

Pulse also reported comparative popularity of programs in the New York area:

Top 10 evening shows: *Lux Radio Theater* 27.7, *Mr. District Attorney* 25, *Bob Hope* 24.3, *Fibber McGee & Molly* 24.3, *Walter Winchell* 23.7, *Jack Benny* 23.3, *Red Skelton* 23, *Charlie McCarthy* 21.3, *Fred Allen* 20.3, *Aldrich Family* 20.3, *Eddie Cantor* 20.3.

Daytime weekday leaders: *Kate Smith Speaks*, 7.6, *When a Girl Marries* 7.1, *Helen Trent* 7.1, *Big Sister* 7.1, *Our Gal Sunday* 7, *Portia Faces Life* 6.9, *Bachelor's Children* 6.8, *Life Can Be Beautiful* 6.7, *Bright Horizon*, 6.6, *Young Widder Brown*, 6.6.

Pulse noted that President Truman replaced Kate Smith and *Big Sister* on one day of the week studied with ratings of 8.7 and 8.3 and that Mr. Truman and Winston Churchill replaced *Young Widder Brown* on Tuesday with a rating of 5.3.

Daytime weekend leaders: *The Shadow* 9.7, *The Electric Hour* 8.7, *Children's Hour* 8.3, *Counterspy* 8, *One Man's Family* 7.3, *Family Hour* 7.3, *General Motors Symphony* 7.3, *Quick as a Flash* 7, *Metropolitan Opera* 6.7, *C. McCarthy-News*, Sunday 6.7, *Solitaire Time* 6.7, F. H. LaGuardia, 6.7, *Westinghouse Program* 6.7, *New York Philharmonic* 6.7.

Coverage Related

PICTURE PAMPHLET, depicting coverage of opening day ceremonies by WIBX Utica, New York, of the Prisoner of War Exposition of the AAF held in Utica, has been distributed by that station.

Milestones in Broadcasting

CLAIMING to be oldest radio station in the South, WSB Atlanta, Ga., has entered its twenty-fifth year of service, pledging on anniversary broadcast even greater efforts to present the best in listener service. . . . Also in coon-skin cap category is WADC Akron, Ohio, pioneer, which celebrates twenty-one years on the air with "1350 Dollar Letter Contest" to promote 1350 kc position on the dial . . . Twentieth anniversary program of CJOR Vancouver, B. C., featured drama salute to those behind the broadcasting scene . . . For fourteenth consecutive year WWSW Pittsburgh has contracted to broadcast all Pittsburgh Pirates baseball games at home and afield beginning April 8 and to be carried on local network including WISR WKST WORD WMBS WJPA WHJB WMOT(FM) . . . Dinner at Hotel Plaza marked fifteenth anniversary last week of Needham & Grohmann, New York . . . A. H. Geuting Co., Philadelphia shoe store, has signed another 52-week contract (eighth year) with KYW Philadelphia, through Hancock Payne Adv., for sponsorship of weekly quarter-hour quiz feature *Geuting Spelling Bee* . . . Celebrating its ninth year on the air, *Tap Time*, originating at KDKA Pittsburgh under sponsorship of Fort Pitt Brewing Co., has been broadcast every Tuesday since March 21, 1938 with two exceptions, VE-Day and VJ-Day, and now is carried also on WJW WWVA WCHS WHIS WPAR WBLK. . . . In like fashion Anacin Co., Jersey City, March 29 started tenth consecutive year of sponsoring *Our Gal Sunday* Monday-Friday 12:45-1 p. m. series on CBS through Dancer - Fitzgerald - Sample, New York. . . . And noting Procter & Gamble, firm March 23 celebrated sixth anniversary of NBC *Truth or Consequences* sponsorship (Duz) with host of radio personalities effecting "guess who I am" format quiz. . . . Duane Jones Co., New York, in March celebrated its fourth anniversary with three-media billings of 26 clients in behalf of 55 products totaling $10,000,000 for current year. . . . Claiming to be Canada's oldest daytime network serial, CBC's half-hour *The Happy Gang* has broadcast its 2,000th program for Colgate-Palmolive-Peet Co. on 27 stations of Trans-Canada network through Spitzer & Mills, Toronto. . . . WHYN Holyoke, Mass., marked fifth year of broadcasting March 23 with special program schedule. . . . On the personality side, Joe Bier, WOR New York farm editor, is celebrating his twenty-fifth year in radio and his ninth with WOR by enjoying variety of farm products presented to him by New Jersey agriculture officials. . . . Double anniversary was acknowledged last week by Ed Gardner, his fifth as Archie of NBC's *Duffy's Tavern* and his third wedding anniversary. . . . Alfred O. Stigberg, oldest Stromberg-Carlson employe, retires after being with the company for 45 years and in the telephone business for more than 60 years.

Success Story

TEN MINUTES after WPAY Portsmouth, Ohio had broadcast an appeal for a blood donor, the station was forced to put out another plea for donors to withhold their offers. Portsmouth General Hospital had asked the station to aid in getting blood for a woman who had just undergone an operation. In a few minutes the jam in the hospital waiting room was so great that the hospital asked the station to tell people to stop offering their blood.

a lot for less

If you are interested in the costs of advertising it will pay you to read further.

In the past year, we've swelled our coverage by adding 40 more stations—yet the overall cost of Mutual remains unchanged. This policy of "More for your Money on Mutual" is being continued.

There are power increases for present affiliates such as Minneapolis, Pittsburgh and Washington which have each been granted increases to 5,000 watts. There are many more new stations soon to be added—at minimum cost to the advertiser.

The important end result is that Mutual today is the *largest* network, with over one-third more stations than the next network. And it will remain, even with power improvements and planned station additions, the *lowest priced*. We think this has particular significance now when advertisers are facing the problem of keeping costs of distribution at a minimum.

In fact, currently, Network X costs at least 24% more than Mutual; Network Y costs at least 47% more than Mutual; Network Z costs at least 64% more.

Here are some typical bedrock-priced buys, which illustrate how much advertisers are getting for how little on Mutual:

¼ hour eve.-259 stations	$4,663 weekly
½ hour day-266 stations	$3,744 weekly
½ hour eve.-259 stations	$6,691 weekly
5, ¼ hrs. day-266 stations	$10,400 weekly

Net, 52-week basis

Time on Mutual is becoming a better investment all the time. So, too, are Mutual shows. Mutual is equipped to help with your choice of over a score of good programs, *tested on the air.*

These are some of the reasons why, compared with the previous year, Mutual sales increased 43% in the last 2 months of 1945 and 58% in the first 2 months of 1946.

At the Mutual network, values are up and costs are down, and so your advertising budget will buy a lot for less.

Mutual Broadcasting System

MORE FOR YOUR MONEY ON MUTUAL

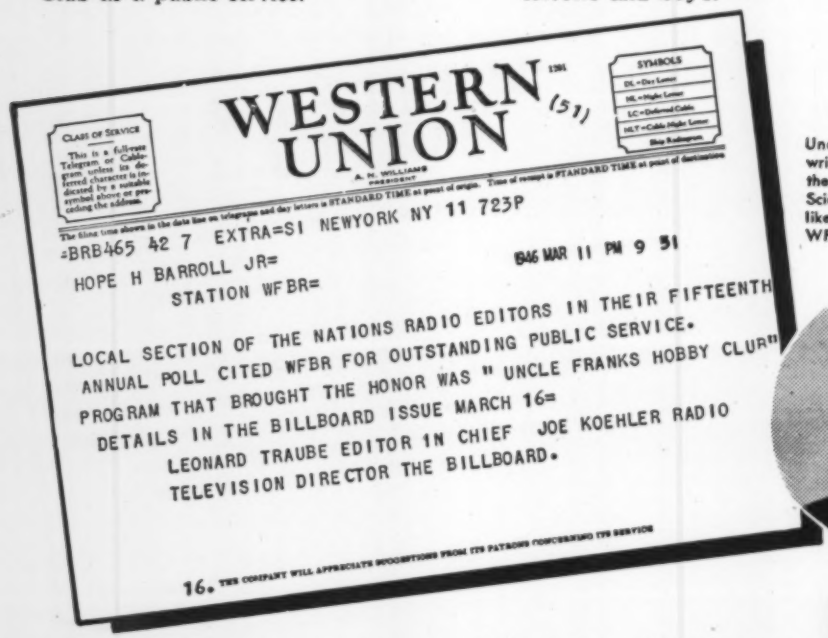
BILLBOARD AWARD!

WFBR GETS SPECIAL BOW
FROM
NATION'S RADIO EDITORS
FOR
"JUVE DELINQUENCY"
PROGRAM
UNCLE FRANK'S HOBBY CLUB

The wire tells Billboard's and the Radio Editors' story. The real story goes far deeper—first to WFBR's conception of a radio station's community responsibility—next to an understanding of Baltimore's problems—and last to a willingness to promote and finance Uncle Frank's Hobby Club as a public service.

This is typical of WFBR—Baltimore's only living, breathing Radio Station that attracts large studio audiences and crowds of daily visitors—the only Baltimore Radio Station that gives all the glamour of Radio City in smaller replica.

Not just a spot on a dial, WFBR delivers the *real* Baltimore listener—the one who *listens* and *buys*.



WESTERN UNION (51)

CLASS OF SERVICE
This is a full-rate Telegram or Cable-gram unless its de-ferred character is in-dicated by a suitable symbol above or pre-ceding the address.

SYMBOLS
DL = Day Letter
NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

=BRB465 42 7 EXTRA=SI NEWYORK NY 11 723P

HOPE H BARROLL JR=
STATION WFBR=

1946 MAR 11 PM 9 51

LOCAL SECTION OF THE NATIONS RADIO EDITORS IN THEIR FIFTEENTH
ANNUAL POLL CITED WFBR FOR OUTSTANDING PUBLIC SERVICE.
PROGRAM THAT BROUGHT THE HONOR WAS " UNCLE FRANKS HOBBY CLUB"
DETAILS IN THE BILLBOARD ISSUE MARCH 16=
LEONARD TRAUBE EDITOR IN CHIEF JOE KOEHLER RADIO
TELEVISION DIRECTOR THE BILLBOARD.

16. THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Uncle Frank Woodfield—writer and former director of the Maryland Academy of Sciences finds out what children like to do and tells them over WFBR how to do it.

MEMBER—AMERICAN BROADCASTING CO. • NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.

WFBR

TOGETHER AGAIN at the Topeka Food Fair after war service, Art Holbrook (left) and Hilton Hodges (right) return to WIBW Topeka to take up their old posts under Ben Ludy (center), station manager. Mr. Holbrook of the Coast Guard is now WIBW studio manager and promotion director. Mr. Hodges, who was in Naval aviation, resumes as head of the sales and merchanidzing departments.

HEARING ON 550 KC IS SET FOR APRIL 8

FCC HEARING to take engineering testimony on the 13 applications involving 550 kc has been postponed from April 1 to April 8. Hearing of engineering phases originally was continued to April 1 so that the applicants could offer proposals for maximum use of the frequency, which during the war was restricted to operation with 1 kw or less because of possible interference with Naval communications on adjacent channels [BROADCASTING, March 4].

Meanwhile, Commissioner Clifford J. Durr, in a motions hearing, authorized postponement of a hearing on three Virginia and three North Carolina applications involving 590 and 610 kc from March 29 to April 10. Issues were added to secure engineering data on the effect of a proposed exchange of frequencies sought by two of the Virginia applicants — WLVA Lynchburg, which has asked for 610 kc, and WSLS Roanoke, seeking 590 kc. The exchange was proposed to reduce interference with operations proposed by the three North Carolina applicants: WFTC Kinston, WGTM Wilson, and WGBR Goldsboro, which are seeking 590 kc with 5 kw, directional antenna [BROADCASTING, March 11]. Sixth applicant in the hearing is Virginia Broadcasting Corp., seeking a new station at Roanoke on 610 kc with 1 kw.

Sorry, No Nylons

THE BOX was labeled nylon hosiery and it was from the local women's store that sponsors Jane Rouse on WKRZ Oil City, Pa. Miss Rouse made the natural deduction and was overjoyed—until she opened the box. It contained copy for the next week's programs.

Press Wireless To Ask For Experimental Grant

FOLLOWING FCC's denial of its application to offer commercial news and program service to U. S. broadcasters, Press Wireless last week announced that it would apply for authorization to render this service on an experimental basis. This would be in line with Commission recommendations that an experimental period of operation should first be conducted to demonstrate the feasibility and quality of the proposed service.

PW had proposed that it be allowed to use its allocated frequencies and transmitters, currently employed exclusively on overseas transmission, for voice transmission to domestic radio stations wishing to send correspondents to the meeting of the UNO Security Council in New York [BROADCASTING, March 25]. PW rates, proposed at $40 for the first 10 minutes and $4 a minute thereafter, are far below the cost of special wire hookups and, PW argued in its petition, would enable stations to provide individual coverage of the sessions which would otherwise be impossible for them. This, PW said, would definitely be in the public interest.

LITTLE CHANCE NOW FOR FRANCHISE TAX

DESPITE efforts of a minority group to push through a radio franchise tax, there is little chance that the 79th Congress will enact any legislation that will add to the already top-heavy tax burden of either industry or individuals, a check of the Joint Committee on Internal Revenue Taxation revealed.

Periodically certain members of both the Senate and House Appropriations committees, during hearings on the FCC budget requests, have urged a franchise tax for each licensee. In the past few months the drums have been beaten loudest after FCC officials have testified as to the "enormous profits" in radio.

John B. Haggerty, president of the International Allied Printing Trades Assn., has attempted to keep the issue alive by demanding in broadsides to members of the House Ways & Means Committee that Congress enact a confiscatory license tax against radio [BROADCASTING, Feb. 18, March 18].

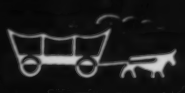
One member of the joint committee declared that no legislation to increase taxes could pass the 79th Congress. He pointed out that 1946 is election year "and we all want to come back." One sure way of going into retirement, he said, was for a Congressman to vote for any measure that would increase taxes.

Some members of the joint committee are, however, studying the possibility of levying taxes on net profits, above a certain amount, as proposed by Mr. Haggerty. Such legislation isn't expected to be introduced until the 80th Congress, which convenes next January.

KANSAS CITY
IS A
KOZY
MARKET

PORTER BLDG., KANSAS CITY, MO.

EVERETT L. DILLARD, *General Manager*
ELIZABETH WHITEHEAD, *Station Director*



Pioneer FM Station in the Kansas City Area

Ask for Rate Card

BMI *Pin Up* SHEET

Hit Tunes for April

A STORY BOOK ROMANCE (Block)
STANDARD—Hal McIntyre
PIN UP—Enoch Light
THESAURUS—Nova Time Trio
LANG-WORTH—Chuck Foster

ALL THE CATS JOIN IN (Regent)
THESAURUS—Jumpin' Jacks
LANG-WORTH—Frankie Carle

ATLANTA, G. A. (Stevens)
THESAURUS—Jumpin' Jacks
LANG-WORTH—Chuck Foster
STANDARD—Leighton Noble
ASSOCIATED—Galli Sisters

COME CLOSER TO ME (ACERCATE MAS) (Melody Lane)
LANG-WORTH—Air Lane Trio
" Art Mooney
" Merle Pitt
" Chuck Foster
THESAURUS—Music of Manhattan
" Sammy Kaye
ASSOCIATED—Richard Himber
" Teddy Dale
STANDARD—Carlos Molina
MACGREGOR—Larry Stevens

I DON'T KNOW ENOUGH ABOUT YOU (Campbell-Porgie)
LANG-WORTH—The Four Knights
PIN UP—Enoch Light
THESAURUS—Nova Time Trio

IT'S DAWN AGAIN (Goode)
THESAURUS—George Wright
LANG-WORTH—Tommy Tucker

LAUGHING ON THE OUTSIDE (B M I)
STANDARD—The Californians
MACGREGOR—Don Swan
LANG-WORTH—Tommy Tucker
PIN UP—Enoch Light
WORLD—Les Brown
THESAURUS—Vincent Lopez
ASSOCIATED—Richard Himber

SO IT GOES (Marks)
MACGREGOR—Red Nichols
PIN UP—Enoch Light

TAKE CARE WHEN YOU SAY "TE QUIERO" (London)
WORLD—Charlie Spivak
STANDARD—Leighton Noble
MACGREGOR—Don Swan
THESAURUS—George Wright
LANG-WORTH—Frankie Masters

(Ah, Yes) THERE'S GOOD BLUES TONIGHT (Embassy)
THESAURUS—Jumpin' Jacks
PIN UP—Enoch Light

WE'LL BE TOGETHER AGAIN (Loft-Marmor)
STANDARD—The Californians
THESAURUS—Patti Dugan
WORLD—Les Brown
LANG-WORTH—Tommy Tucker
" The Four Knights

WHAT A DEAL (Vanguard)
STANDARD—The Californians
" Les Paul
MACGREGOR—Don Swan
LANG-WORTH—Frankie Carle

WITHOUT YOU (TRES PALABRAS) (Peer)
THESAURUS—Music of Manhattan
PIN UP—Enoch Light
MACGREGOR—Aaron Gonzales
LANG-WORTH—D'Artega
ASSOCIATED—Victoria Cordoba

B M I HIT TUNES ARE AVAILABLE, TOO, ON MAJOR PHONOGRAPH RECORDS

BROADCAST MUSIC, INC.
580 FIFTH AVENUE, NEW YORK 19, N. Y.
New York • Chicago • Hollywood

Rep. Boren Protests Station Grant For D. C. Corporation

PROTEST against a grant to Metropolitan Broadcasting Corp., Washington, several of whose stockholders are Federal employes, until the FCC has "made a finding of fact that the application does not in any wise depart from the established standards of the Act" was filed last week with the Commission by Rep. Lyle H. Boren (D-Okla.).

At the same time Rep. Boren, a member of the House Interstate & Foreign Commerce Committee and active in radio legislation, requested in a letter to Rep. John S. Wood (D-Ga.), chairman of the House Committee on Un-American Activities, that his group "have a look into this authorization by the FCC."

In his letter to the Commission, Rep. Boren said he questioned "whether it is the public convenience and necessity that this corporation seeks to serve or if it seeks to create a propaganda outlet for political purposes," in view of the fact that "many of the stockholders . . . are Federal employes."

"Further, it appears," he wrote, "that several of the stockholders of this station . . . have been subjects of investigation by the Committee on Un-American Activities, and that leads me to inquire whether the Commission is granting a license that will be used for the dissemination of propaganda of even more than a political campaign purpose."

Political Claim

Rep. Boren charged that Edward M. Brecher, former Commission employe who resigned Feb. 11 to devote his full time to the general managership of Metropolitan, worked on the application and "saw that it would be considered" while still employed at the FFCC.

"I intend to find out whether Government employes are permitted to engage in private affairs while paid by the taxpayers," said Rep. Boren. He charged, also, that "it would appear that affiliations of the stockholders as listed indicates a connection with the Political Action Committee of the CIO, which further indicates the probability that this station is being set up for political propaganda purposes to serve the special interests of organized minorities rather than on the basis of the criterion in the Act based upon the public convenience and necessity for radio services."

In his letter to Chairman Wood of the Un-American Committee, Rep. Boren said: "It appears evident to me that the purpose of this station is strictly to obtain a means of disseminating propaganda."

Rep. Boren said he had copies of a letter circulated to stockholders by Mr. Brecher, advising that an application for a standard station had been filed on March 6 and that "action" could be expected about April 6. FCC records show that Metropolitan Broadcasting Corp. filed for a 250-w, daytime station on 570 kc in Washington, D. C.

Metropolitan was one of the eight applicants granted construction permits for FM stations on March 20 [BROADCASTING, March 25]. Metropolitan's grant is for Channel 269 (101.7 mc), with effective radiated power of 20 kw.

Principals Listed

Rep. Boren said stockholders of Metropolitan include Ruth Brecher, wife of Edward M.; George H. Engeman, Washington editor, *Science Illustrated;* Marcus I. Goldman, geologist; Richard G. Goldman, student, formerly in the Army; Albert E. Hussey, marketing specialist, U. S. Dept. of Agriculture; Eleanor Lattimore, wife of Owen Lattimore, former OWI deputy director for Pacific operations; Mr. Lattimore; Milton Lowenthal, architect, administrative officer, Production & Marketing Administration, USDA; A. H. Maloney, M.D., head, Dept. of Pharmacology, Howard U. School of Medicine; Lt. Just Lunning, detailed to the Assistant Secretary of State for Administration; Mrs. Alice R. G. MacLean, book selection specialist, OIC, State Dept.; David R. Mendelson, formerly of WNYC New York, now with OPA; Selden C. Menefee, Washington correspondent, *Christian Science Monitor;* M. Robert Rogers, editorial chief, Political Subdivision of American Republics Intelligence, State Dept.; Russell M. Shepherd Jr., director, Foreign Broadcast Intelligence Service, War Dept. (formerly under FCC); Gerhard

(*Continued on page 63*)

REVOLUTIONARY features of the new aluminum-backed television picture tube are explained to Edith Kelly of GE's television station, WRGB Schenectady, by Vincent J. Schaefer, GE engineer. Planned for use in large screen video receivers similar to one above, the tube triples clarity. It is a brainchild of Mr. Schaefer. GE Electronics Dept. will market the new-type tube.

GATES now gives you this

NEW Transcription Turntable!

. . . the only Unit offered today with
SELF-CONTAINED GAIN CONTROL

. . . and 5 other Outstanding Features!

(1). Get the new Gates CB-10 for new efficiency and ease in play-back technique. A high quality attenuator for controlling gain is mounted on the sloping front control panel. No more awkward reaching for transcription channel gain control while handling the Turntable or recording. All controls are under your fingertips.

(2) Preamplification is self-contained too! Eliminated is the necessity for running long audio lines from the Turntable to preamplifiers because the CB-10 has its own preamplifier that has ample output to feed any program or monitoring amplifier. Use the CB-10 anywhere.

(3) Five frequency response selections are provided. Just turn the selector switch on the front panel to obtain proper characteristics for:

1—Columbia orthocoustic transcriptions
2—Standard orthocoustic transcriptions
3—Phonograph recordings
4—Worn Phonograph recordings
5—Unequalized acetate recordings

(4) Tone arm balance is carefully adjusted before unit leaves factory assuring proper pressure setting of stylus.

(5) Access to interior of cabinet is easy and quick—front panel tilts outward; rear panel snaps into place requiring no tools to remove.

(6) Your choice of either diamond or sapphire equipped removable cartridges. Both types in stock for exchange at reasonable prices.

IT'S A BEAUTY!

The Unit is styled in the modern manner for attractiveness and dignity harmonizing with other equipment in the up-to-date Broadcasting Station. Finish is in two-tone grey.

Look to Gates for Leadership

Condensed Specifications

SPEED ACCURACY—4% over extended periods of time. Within one revolution accuracy is better than 2%

TURNTABLE DIAMETER—17 inches.

OVERALL DIMENSIONS—22 in. wide, 26 in. deep, approximately 36 in. high. Packed for export, 25 cu. ft.

POWER REQUIREMENTS—Approximately 150 watts from 115-volt, 60 cycle source. Other voltage and frequencies available.

WRITE FOR DETAILED SPECIFICATIONS

NEW YORK OFFICE:
9th Floor • 40 Exchange Place

GATES RADIO CO.
QUINCY, ILLINOIS

SOLD IN CANADA BY:
Canadian Marconi Co., Ltd., Montreal

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT . . . SINCE 1922

WCKY, through its sponsor, Peruna, on a night program (15 minutes) for 17 nights offered a 1946 calendar, small sample of Peruna and a picture of the talent on the program.

Result—87,553 letters came in the 17 days from 39 states and 6 foreign countries and we called it off.

Here is the list of states and number of letters from each state:

Alabama	8,972
Arkansas	761
Connecticut	32
Colorado	2
California	2
Delaware	156
Florida	2,277
Georgia	10,139
Illinois	426
Indiana	1,174
Iowa	38
Kentucky	10,260
Louisiana	1,240
Kansas	5
Michigan	843
Maryland	907
Missouri	490
Mississippi	4,312
Maine	85
Massachusetts	167
Minnesota	20
New York	733
North Carolina	9,669
New Jersey	143
New Hampshire	61
North Dakota	2
Ohio	7,767
Oklahoma	73
Pennsylvania	3,469
Rhode Island	17
South Carolina	5,048
South Dakota	3
Texas	243
Tennessee	7,687
Virginia	5,813
Vermont	118
West Virginia	3,865
Wisconsin	211
Washington	1
Washington, D. C.	75
Canada	220
Bahamas	20
Cuba	1
Canal Zone	1
Newfoundland	4
Venezuela	1
TOTAL	87,553

Detailed map by counties available upon request.

WCKY

L. B. Wilson CINCINNATI

Fifty Thousand Watts and Doing the Real Job for the Advertiser

Free & Peters—*National Representatives*

Editorial

Program Report: III

IF THE FCC, through its program *Blue Book*, intended to excite and confuse broadcasters, it struck pay dirt.

But in the process, the Commission itself must have become confused. It seems to be talking out of both sides of its mouth. Whereas the *Blue Book* exudes program control in every way short of flat statement, the petition filed on the FCC's behalf with the Supreme Court seeking review of the WOKO revocation proceedings [BROADCASTING, March 25], glosses over program performance, and, by use of the same sort of rhetorical double-talk which punctuates the *Blue Book*, leaves the implication that program control is farthest from the Commission's concern.

Although individual licensees aren't disposed to challenge the FCC's latest and full-scale venture into program censorship by the back-door, the *Blue Book* has tended to unify broadcasters in the quest for a showdown. This is evidenced by the unanimous expressions from the NAB district meetings since promulgation of the report. It will be manifested more clearly as stations on temporary licenses and those holding conditional FM grants, grapple with the almost impossible task of attempting to predict their program schedules three years hence on the "box-score" logs the Commission now is sending them.

How can a licensee of an FM station stipulate in advance how much commercial business he will carry six months, a year or three years hence? The FCC wants to know, nevertheless. And if he carries more or less, he may find himself confronted with an FCC contention on renewal, that he has failed to meet his commitment.

At best, the proposed program log analysis is but a prediction. That goes for old-established standard stations too. There can be no guarantee of performance, commercial or sustaining, in so sensitive a field as radio.

Business has been good among all advertising media since the war. Is there any assurance it will remain good? Before the war, the FCC and Congress were bemoaning the plight of radio's ill-fed and ill-clothed one-third—those stations perpetually in red ink. Lush war business helped them out, as it did literally hundreds of weekly and daily newspapers and many faltering magazines.

The test of the FCC's program authority, as projected in the *Blue Book*, may come more quickly than many suspect. The FCC just last month denied the transfer of WOV New York from Arde Bulova and his associates to the Mester brothers, owners of the Balboa Oil Co. Among the reasons given for denial was the statement that the Mesters proposed to increase the station's profits "by selling more time." Then the FCC commented:

"From their own testimony it must be concluded that they have no adequate conception of the *public responsibilities of the station licensee* which they are seeking to assume". (Italics ours).

The formal title of the *Blue Book* is "Public Service Responsibility of Broadcast Licensees."

Under the Urgent Deficiencies Act, an appeal to a statutory three-judge Federal Court is allowed. Counsel for Mester Bros. will appeal. The whole question of FCC program control is implicit in the Mester proceeding.

The Mester appeal may not be the best or conclusive test of the FCC's power to censor programs. But it does afford an avenue.

There's a simple yardstick that shouldn't be lost in the welter of words about whether radio is or isn't free. The question to ask: "Is radio as free as the press?" President Truman wants it. Congress preponderantly favors it. But the FCC, creature of Congress and appointed by the President, doesn't.

Until radio is "as free as the press", radio and the press and the motion pictures and all other media of expression are in jeopardy.

Lea-Ward, Not Scuttled

THIS WEEK CAN see radio's emancipation from the enslavement of James Caesar Petrillo. Senate and House conferees have agreed to a conference report on the Lea-Vandenberg bill (S-63) designed to "outlaw the racketeering and extortionate demands" of AFM, estimated as in excess of $20,000,000 a year from radio alone. There were just two minor amendments, to buttress the bill.

It is now up to the Senate to ratify the conference report. House approval was all but assured because of the inspired leadership of Chairman Clarence F. Lea (D-Cal.) of the House Interstate & Foreign Commerce Committee, its author.

The Senate previously had passed the original Vandenberg bill. The Lea version is much stronger. The Senate's conferees agreed to the substitute bill. It is to be expected that the Senate will follow the recommendations of its conferees. But it certainly wouldn't hurt the cause to have broadcasters let their Senators know once again the vital need for prompt and forthright action.

Rep. Lea has gone down the line for his measure because he, along with a vast majority of his colleagues, was outraged over the manner in which Petrillo has thrown his weight around. Many broadcasters, for the first time, have expressed themselves to their duly accredited representatives. It has been the difference between defeat and victory, up to this point. And this has been in the face of terrific opposition from the labor lobbyists.

Once the conference report is ratified by two chambers, it will be up to President Truman. He was a member of the Senate when Jimmy Petrillo was telling all and sundry to take a running jump. Mr. Truman can be expected to sign the bill.

Then it will be a matter of sitting down with the AFM board and working out fair and equitable agreements on radio's use of music. The right to duplicate on FM stations the AM programs using music; the right to use music for television, and the elimination of "featherbedding" as exemplified in the AFM standby requirements, should be easier of solution. But don't expect miracles overnight.

Meanwhile broadcasters, even at this stage, owe their everlasting thanks to Clarence Lea.

Our Respects To —

IRVING EDWARD (CHICK) SHOWERMAN

IF CHICAGOANS dialing Superior 8300 today get only busy signals it will not be due to any April Fools' Day joke, but to the city's radio veterans—and despite what you've heard there are still a lot of them on hand—welcoming Chick Showerman back after 10 years in New York.

Mr. Showerman, who today assumes the post of manager of NBC's Central Division which he joined in 1928 as a time salesman, will be welcomed back to Chicago both as an old friend and as a leader in the fight to restore the city to the place as a top radio production center it enjoyed when radio and Showerman were getting started. In those days *Amos 'n' Andy*, *Empire Builders*, *First Nighter* were just a few of the top-flight shows originating in NBC's Chicago studios. Don Ameche, Bernadine Flynn, Jim and Marian Jordan and others of today's top stars were also in Chicago's radio roster in those days.

Recalling that in the early 30's Chicago also had almost a monopoly on the daytime serial, Mr. Showerman said just before he left New York that his No. 1 assignment in his new post will be to join the city's other broadcasters in increasing the number of Chicago-originated network programs. "NBC will do its part," he declared. "We've got the production staff, we've got the studio facilities; and I'm sure we can find and develop the talent needed to put Chicago back into the front rank of radio production centers."

Mr. Showerman, who started life as Irving Edward but has been called Chick so long that even he has forgotten how the nickname originated, was born May 28, 1899, in Port Huron, Mich. He went to grammar school in Dowagiac, Mich., and, when his family moved to Chicago, to Hyde Park High School there. A "ham" operator in code, he naturally joined the school's wireless club, whose president, he recalls, was a lad named Walter Evans, now vice president in charge of the broadcasting division of Westinghouse Electric Corp.

Came 1917 and Chick Showerman, serving with the Field Artillery, was sent to wireless school at Valdehon in France and subsequently was assigned to artillery communications headquarters. In April 1918 he was on telephone duty during a gas attack and kept communications going despite the fact that in those days gas masks were not equipped with transmitters. "We had to keep contact," is all he will say about it, but the citation from Maj. Gen. John A. Lejune accompanying the Silver Star called his action "distinguished and ex-

(Continued on page 52)

THEY MAKE A GREAT PAIR.....

THE two great metropolitan New York markets that listen to WOV, complement each other and combine, in their respective listening hours, to give this important station a continuous, around-the-clock audience that results in satisfied sponsors anytime of the night and day. In the daytime, WOV overwhelmingly dominates metropolitan New York's tremendous Italian-speaking audience of 520,000 radio homes. And, in the evening, between the Hooper hours of 7:30 and 10:00 p.m., *WOV delivers one of the largest metropolitan audiences of any New York independent station* . . . at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

WOV
New York
THE KEY TO TWO MARKETS

Respects

(*Continued from page 50*)

ceptional gallantry." The gas attack also drew him a term in the hospital and a Purple Heart, to which two Oak Leaf clusters were added before the war's end for wounds sustained in July at Chateau Thierry and during the October Argonne offensive.

Out of uniform, Mr. Showerman returned to Hyde Park for his final semester and then went to the U. of Illinois. With the help of some military credits and by spending his summers on campus, he won his BS degree in commerce in three years. Despite pressure of class assignments he found time to work on the college newspaper, the *Daily Illini*, of which he was news editor his senior year. A member of Chi Psi, he was also elected to two professional fraternities, Delta Sigma Pi, in commerce, and the journalistic Sigma Delta Chi.

After graduation, he returned to Chicago, and after the usual number of jobs that didn't pan out, joined the *Herald & Examiner*, Hearst morning newspaper, as a space salesman. Two lears later he threw in his lot with some other pioneering youngsters in launching a new magazine, *The Chicagoan*, a valiant attempt to reflect the turbulent life of the city. But Chicagoans in the late 20's were too busy living to stop to read about it and on May 15, 1928, he turned his pioneering into a new channel by joining NBC as a Chicago salesman, the first man hired by Niles Trammell, who had become head of the network's Chicago office the first of that month.

ENJOYING backstage snack at St. Louis Kiel Auditorium following KXOK annual student broadcast of *America's Town Meeting* are (l to r): Jimmie Fidler, Hollywood columnist; Mrs. James F. Looram, motion picture chairman, International Federation of Catholic Alumnae; Charles V. Denny, moderator of the ABC forum.

"No one knew very much about radio then," Mr. Showerman says, "and that included Mr. Trammell and me, as well as most of the advertisers and agency men we tried to get interested in buying time on NBC." But they all learned and NBC's Chicago billings rose steadily. Among the accounts which he first started on the air were Studebaker cars, Williams Oilomatic oil burners and Florsheim shoes.

In those days NBC's Chicago quarters were on the second floor of 180 N. Michigan and one day Mr. Showerman met in the elevator a friend of high school and college days, who had also worked with him at the *Herald & Examiner* and was then selling space for the *Literary Digest*, which also had offices in the building. Introduced to Mr. Trammell, the friend, Harry C. Kopf, roundly berated them for the horrible sounds coming from their studios, which he said would drive the more respectable tenants from the building. But before long, he, too, went to work for NBC and today he leaves the post of vice president in charge of the network's midwestern division to move to New York as vice president in charge of network sales.

In 1936, Mr. Showerman was transferred to New York and promoted to the post of assistant eastern sales manager, advancing to eastern sales manager in 1940. Now, in another promotion, he returns to Chicago to succeed Mr. Kopf as head of the Central Division.

He is married to the former Dorothy Mayering, to whom Chicago is home also. They have two children: Peter, 14, and Judith, 7. And because Mr. Kopf's brother-in-law is in the real estate business, the Showerman family is moving into a home in Wilmette, North Shore suburb of Chicago.

Mr. Showerman's hobbies are golf and fishing, with "medium success in both," he says. He is a member of the Veteran Wireless Operators of America and of the Bonnie Briar Country Club.

NEWCOMB OPENING CONSULTANT OFFICE

LT. LAMAR A. NEWCOMB, who served as radio-radar officer in the Navy, has been released from active duty as of April 1 and is opening consulting offices at 703 Albee Bldg., Washington. He will represent clients in standard broadcast, FM, television and the new fields of radar and microwaves.

Lt. Newcomb

A 1930 graduate of Georgia Tech, Atlanta, he made college expenses at WSB and WGST with an interim year at sea as an operator. He served from 1930 to 1944 with the FCC and its predecessor FRC as radio inspector. He was supervisor of the Puerto Rico-Virgin Islands field area in charge of radio intelligence when he left the FCC to enter the Navy. He was trained at Harvard in VHF and microwave techniques, with further training at MIT in radar and special devices after which he was assigned as Navy liaison officer at the Harvard Radio Research Laboratory.

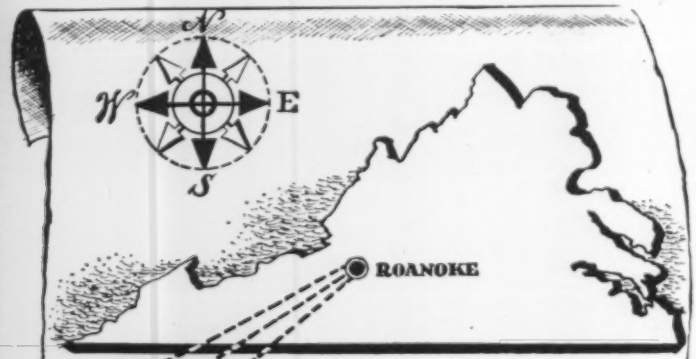
ABS CLOSES DOWN NEW YORK OFFICES

ANY HOPE that might have remained that Associated Broadcasting System might be reorganized by its original management disappeared last week when the New York offices of the attempted fifth network were shut down on instructions from Leonard A. Versluis, founder and president of ABS. Rita Dobbelaer, New York office manager, has kept the office open since the shutdown of network operations in mid-February.

W. G. Henderson, former ABS vice president, who had been in New York attempting to interest experienced key broadcasting executives in joining in a new network organization to be financed by a group of midwestern investors, who reportedly were willing to put up to $3,000,000 into the deal, left the city last week to return home. It is understood that his backers had decided to drop the venture, presumably after learning that another group had already incorporated as the United States Network and had leased telephone lines with the intention of starting network operations about July 1 [BROADCASTING, March 25].

Origination Switch

COLGATE-PALMOLIVE-PEET Co., Jersey City, sponsor of "Theatre of Romance" on CBS, will switch origination of the show back to New York effective April 2 after several months' origination from the West Coast.



25.8% OF VIRGINIA'S MERCHANDISE IS SOLD TO WDBJ LISTENERS!

ACCORDING to Sales Management, the people in WDBJ's listening area (Roanoke and most of Southwest Virginia) *buy over one quarter* of the State's retail merchandise. In Roanoke County alone, our families have 33.2% more effective buying income than the State's average.

WDBJ is the *only* radio station that can give you complete coverage of Roanoke, Roanoke County and most of Southwest Virginia, yet our *one-fourth* of the State can be bought at lower cost than you'd think possible. Write for all the facts—or just ask Free & Peters.

WDBJ ROANOKE, VA.

CBS - 5000 Watts - 980 KC

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, INC., *Nat'l Representatives*

First Double Winner *of a* Peabody Award

"AMERICA'S TOWN MEETING OF THE AIR"
wins coveted medal as the outstanding educational program of 1945

The Town Crier Introduces America's Town Meeting every Thursday at 8:30 p.m., EST.

George V. Denny
Moderator of America's Town Meeting

"THE edification, the fearlessness, and the fair firm moderation which has characterized George V. Denny's selection and conduct of 'America's Town Meeting of the Air' was never more urgently needed by conscientious listeners. To Mr. Denny, to his able staff, and to the American Broadcasting Company, we take pleasure in presenting the Peabody award for the outstanding educational program of 1945. Mr. Denny has the distinction of being the first double winner: 'Town Meeting' received the medal in 1943, and is still the irresistible leader in its field. This program has served as a stalwart example for 26 junior town meetings which are perpetuating the principles of free debate among the citizens of tomorrow."

Thus did the Peabody board express its recognition of "America's Town Meeting of the Air"—the first time that any previous winner has been granted a second award. This program, typical of ABC's policy of presenting *all* sides of vital issues, was sponsored during 1945 by *The Reader's Digest*. At present unsponsored, it is being carried as one of the network's top public service features.

ABC congratulates these other winners of Peabody awards:

Edgar Bergen, Charley McCarthy and Mortimer Snerd, for many laughs (NBC).

Arch Oboler, in the field of drama (MBS).

CBS and Paul White, for outstanding reporting of the news.

Station KRNT, for its coverage of the atom bomb trial in New Mexico (ABC affiliate).

The NBC Symphony of the Air, in the field of music.

Dr. Howard Hanson, the Eastman School of Music, and Station WHAM, for contributions to music education (NBC affiliate).

Station KFWB, for its program "Toward a Better World" as an outstanding public service feature by a regional station.

Station KOMA, for its "Save a Life" series as an outstanding public service feature by a local station (CBS affiliate).

Station KOWH, for the outstanding children's program (ABS affiliate).

ABC American Broadcasting Company

A NETWORK OF 202 RADIO STATIONS SERVING AMERICA

ENOCH LIGHT

RECORDED, PROCESSED AND MANUFACTURED ON WESTERN ELECTRIC EQUIPMENT UNDER Western Electric Company LICENSE BY WORLD BROADCASTING SYSTEM INC.
Soren Watson
presents
BMI PIN UP PLATTER
ENOCH LIGHT and HIS ORCHESTRA
1
APRIL Hit Tunes
VERTICAL CUT — OUTSIDE START
REPRODUCES AT 33⅓ R.P.M.
Spot Sales, Inc.
400 MADISON AVENUE, NEW YORK

THE SONG SPINNERS

A MONTHLY RELEASE of Hit Tunes from the BMI PIN UP SHEET

FOUR CONCERT ORCHESTRA SELECTIONS

by Enoch Light and his orchestra of twenty-eight carefully chosen musicians, each in his own right an accomplished instrumental artist.

FOUR DANCE ORCHESTRA SELECTIONS

by Enoch Light and his famous dance band of eighteen performers, especially qualified to provide the colorful dance music demanded by today's discerning radio audience.

TOP FLIGHT VOCAL TALENT

The vocalists supporting both orchestras will include the Song Spinners, Ilene Woods, Harry Prime and Danny Sullivan. This impressive array of accomplished featured artists will provide the instrumental renditions with the glamour and sparkle of their own inimitable interpretations.

ADVANCE RECORDINGS

This service will enable you to provide your audience with top quality renditions of your own BMI Pin Up Sheet Hit Tunes *while they are brand new* and before they can be secured from any other source.

QUALITY TRANSCRIPTIONS

Each transcription will be recorded, processed and manufactured on Western Electric equipment under Western Electric Company, Incorporated patents, by World Broadcasting System, Incorporated, supplied with either vertical or lateral cut, on sixteen inch discs, pressed on vinylite.

$15 per Transcription
on a subscription basis
at
$180 per year

RELEASED FOR OUTRIGHT SALE

Each monthly transcription will immediately become the exclusive property of the subscribing station. Your BMI Hit Tunes will thus be permanently available for rendition on your station.

For audition purposes, a transcription will be shipped, prepaid on request

Spot Sales Inc., 400 Madison Ave., New York 17, N. Y.

DANNY SULLIVAN

ILENE WOODS

HARRY PRIME

MANAGEMENT

WILLIAM REAGH HUTCHINS has been appointed manager of the FM broadcasting activities of E. Anthony & Sons, New Bedford, Mass. For several years he has been associated with Prof. **EDWIN H. ARMSTRONG** in research and development of FM and radar at Columbia U. and Alpine, N. J. E. Anthony & Sons operates WNBH New Bedford and WOCB West Yarmouth, Mass., through wholly owned subsidiary, Bristol Broadcasting Co.

HENRY P. JOHNSTON, executive vice president of Birmingham (Ala.) News-Age-Herald and managing director of WSGN Birmingham, has donated $5,000 for the purchase of additional volumes for the Uniontown (Ala.) Library and in addition has pledged $1,000 as an endowment for his parents, Mr. and Mrs. Charles P. Johnston. In appreciation of the gift the Perry County Board of Education will build an addition to the Uniontown High School to house the Henry P. Johnston Library.

LINUS TRAVERS, executive vice president of Yankee Network, March 26 addressed March meeting of Boston Credit Men's Assn. on "Tomorrow's Radio—Frequency Modulation, Facsimile and Television."

C. T. LUCY, general manager of WRVA Richmond, Va., is recovering from an eye operation.

CHARTER HESLEP, MBS Washington manager, is the father of a boy, Thomas Charter, born March 26.

MERWIN DOBYNS, president and general manager of KGER Long Beach, Calif., is in New York covering UN conference, and is dispatching two 15-minute reports daily for its duration. He is being assisted by **OLGA SYLVIA** of station's staff.

CARLETON D. SMITH, general manager of WRC Washington, has been awarded the U. S. Treasury Dept. Silver Medal for services in War Finance program.

JOHN F. ROYAL, NBC vice president in charge of television, March 22 told Greater Cleveland Federation of Women's Clubs that it's "absurd" to wait for color television which is far from ready. He stated that when it is ready NBC will have it.

PAUL E. ROSCOE, former sports and special events director of KFEQ St. Joseph, Mo., has been named general manager of KRES St. Joseph, new 250 w station on 1230 kc owned by Missouri Valley Broadcasting Corp.

JOHN W. ELWOOD, general manager of KPO San Francisco, has been elected president of the Northern California Amherst Alumni Assn.

HAROLD G. BURLEY, recently discharged from RCAF overseas, has been appointed manager of CHEX Peterborough, Ont. Before joining RCAF he had been on the production staff of CKRN Rouyn, Que., manager of CKVD Val d'Or, Que., commercial manager of CKWS Kingston, Ont., and manager of the Montreal office of Northern Broadcasting & Publishing, Timmins, Ont.

MRS. AURELIA S. BECKER, president and general manager of WTBO Cumberland, Md., is in Memorial Hospital following a major surgical operation March 25. She will be away from office about a month.

IN WESTERN COLORADO
it's
ONE STATION
ONE SIGNAL
« KFXJ »
GRAND JUNCTION
1000 W 920 K. C.
M. B. S.
Represented By
HOMER GRIFFITH CO.

PRIZE WINNERS

CHECK for $500 as first prize in WADC Akron letter contest is presented to Leonard Wohler by Allen T. Simmons, WADC owner. Mrs. Wohler happily watches the money roll in. Letters were to suggest improvements in station's programs. Prizes totaled $1,350, same as WADC's 1350 kc frequency.

CONGRATULATIONS are in order as Peter E. Finnegan (l), division manager of Larus & Bro., tobacco company, Richmond, informs John Dowell he has won $1,000 second prize in Guy Lombardo song title contest. Larus Co. sponsors the Lombardo program on ABC. Young lady in the middle is Mildred P. Stanton, commercial manager of WORC Worcester, Mass.

IER to Study Radio's Role Against Bigotry

HOW radio can assist in combatting "anti-group" feelings and contribute to strong domestic and international good will is to be one of the major themes of the 16th Institute for Education by Radio in Columbus, Ohio, May 3-6. Sponsor is Ohio State U. with Dr. I. Keith Tyler, head of radio education at OSU, acting as general chairman of the institute.

The special general session on "Radio and Inter-Group Understanding" will feature as its leader Frank Trager, assistant to the president of the National Conference of Christians and Jews. Ed Byron, producer of *Mr. District Attorney*, will be one of the participants on this panel.

A total of six major sessions and three smaller ones are slated by the institute, all built around radio's past contributions to democratic processes and its future possibilities.

COMMERCIAL

WINSTON DUSTIN, released from the Army after 39 months' service, has resumed duties at WSM Nashville, as commercial manager. Stationed in South America, he edited "Saturday Weekly Post," ATC theatre newspaper in Brazil, and was with AFRS station WSMS. **DEAN UPSON**, who replaced him while in the service, has been named WSM Artist's Bureau manager.

LARRY SURLES, former sales account executive of co-operative program department, ABC New York, has been appointed sales manager of the ABC co-operative program department.

BOB HARTER, released as captain from the Army, rejoins commercial department of WHO Des Moines.

ROBERT V. HOWARD is a new addition to the sales staff of WHBC Canton, Ohio. He was in Navy with motor torpedo boat squadron as lieutenant.

GREEN B. ADAIR, salesman at WGST Atlanta, Ga., is father of a boy.

HOWARD H. WILSON Co., Chicago, station representative, has established West Coast offices at 405 S. Hill St., Los Angeles. Telephone is Tucker 9049. **HARLAN OAKES**, discharged from AAF as captain, has rejoined firm as West Coast manager. San Francisco offices also are being established. Homer Griffith Co., Hollywood, formerly represented firm on Pacific Coast.

RALPH GREER, discharged from the Army as a sergeant, has returned to KGW Portland, Ore., as traffic director.

WALTER KISSICK has resigned as manager of Joseph Hershey McGillvra Inc. Chicago office and is succeeded by **WALTER BEADELL**, released from the Navy.

HAROLD HAKLIK, released from the Army, has been appointed night traffic supervisor of KPO San Francisco, succeeding **LON KING** who becomes sales traffic manager.

ZBA Hamilton, Bermuda, has appointed H. N. Stovin & Co., Toronto, as exclusive Canadian representative.

FRANK DOUGHERTY, West Coast sales manager of the former ABS, has joined KMPC Hollywood as account executive.

WILLIAM K. McDANIEL, released from Navy after four years' service, has returned to KMPC Hollywood as account executive.

GEORGE MOSKOVICS, commercial manager of CBS television station WCBW New York, March 28 addressed the students of the television advertising and merchandising course at City College of New York on the present and future problems incident to commercial television programming. **BEN FEINER Jr.**, acting program director of WCBW, is to address the April 11 session of class on WCBW commercial efforts to date.

JIM SWEET, salesman at WRC Washington, has been commended by the Navy for "meritorious service" as officer in charge of three Navy public relations offices in 9th Naval District. Released from that service as lieutenant, Mr. Sweet also had year of sea duty in Mediterranean.

L. E. PEGG, former traffic representative of CBC at CBR Vancouver, B. C., has been moved to Toronto to become assistant traffic manager for CBC networks.

Five Join CAB

FIVE NEW stations have joined the Canadian Association of Broadcasters. They are: CHAT Medicine Hat, Alta.; CJOB Winnipeg; CKSB St. Bonniface, Man.; CJAV Port Alberni, B. C.; and CHGB St. Anne de la Pocatiere, Que. With many new stations having been licensed in Canada during past year, CAB is planning to give pre-membership service to these new stations prior to their going on the air and joining CAB. This will be mostly engineering service.

BROADCASTING IN THE PUBLIC INTEREST

Station KFI's Public Service program "THE BOY SCOUT JAMBOREE" is now in its seventh consecutive year as a tangible aid to the Boy Scout movement in the seventeen Scout Regions of Southern California. This weekly half-hour program (aired Saturdays at 3:00 p.m.) has consistently maintained a high production quality so that its value to some sixty thousand Scouts in the area will never wane. Comedy routines by professional actors, contest problems, projects in all of the valuable Scouting skills and frequent visits from screen stars are among the broadcast elements that keep "THE BOY SCOUT JAMBOREE" on the beam. Sponsorship of this program by KFI has won recognition from both local and national Scout executives and the Station has been awarded special citations by numerous Scout Councils for its efforts in extending the principles of Scout training.

A BOOST FOR VOCALISTS

Announcement this week of the 1946 Season of "The KFI-Hollywood Bowl Auditions" will mark the third year in which the Station and the Hollywood Bowl Association have presented an open competition for promising young vocalists. Through a series of summer concerts broadcast as a Public Service over KFI, a noted panel of judges will choose a singer to appear as soloist in Hollywood Bowl with Leopold Stokowski.

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

Agencies

EDWARD ALESHIRE, former manager of Chicago office of H. W. Kastor & Son, has been named manager of Hollywood office of Geyer, Cornell & Newell. He is expected to supervise "Academy Award," sponsored by E. R. Squibb & Sons, which replaces Helen Hayes "Textron Theatre" on CBS.

RICHARD HOLSTEN, account executive of Sterling Adv., New York, was elected temporary chairman of the Press and Radio Chapter of the American Veterans Committee at an organization meeting held March 25 at Freedom House, New York, attended by about 65 veterans affiliated with broadcasting, publishing and advertising. Second meeting is to be held tonight (April 1) at same place. Permanent officers are to be elected in June.

MARK LARKIN has resigned as publicity director of Duane Jones Co.

CRANFORD D. PATON, former director of Market Research, Young & Rubicam, New York, has been appointed manager of the research department of LaRoche & Ellis, New York.

LESTER "L" WOLFF Adv., New York, has moved to larger quarters at 20 W. 43d St.

MAXON Inc. has opened new offices in the Commerce Trust Bldg., 922 Walnut St., Kansas City 6, Mo., with **LESLIE D. FAIRBURN** and **WALTER GROSS** in charge.

JOSEPH MORAN, associate director of radio at Young & Rubicam, New York, March 28 addressed the Greater Cleveland Radio Council, Cleveland.

ARNOLD COHAN, account executive and director of radio and television for Jones & Brakeley, New York, has established Arnold Cohan Corp., general advertising and public relations firm, at 114 E. 32d St., New York. Firm currently is placing spot announcements on WAAT Newark for Jim Dale Clothes Inc., roadside stores in New Jersey and Connecticut.

ALDIS P. BUTLER and **EDWARD McDONALD** after serving in the armed forces have returned to Ruthrauff & Ryan, New York, in executive capacities.

JACK MELVIN has joined the publicity department of Foote, Cone & Belding as West Coast representative.

HARLAN C. JUDD, released from the Army where he was editor of Grapevine, Yankee Division weekly newspaper in ETO, has joined Wilson, Haight & Welch, Hartford, Conn., as assistant production manager. Prior to entering service, he was with the Hartford Times.

DAVID P. LEWIS, former radio director assigned to the Omaha office of The Caples Co., New York, has been named national director of radio and television for the agency. Announcement coincides with Caples' plan for extensive experimental and research work in television during coming months.

Mr. Lewis

GREGORY & HOUSE, Cleveland, has purchased Ralph Maitland Industrial Adv., Cleveland. **RALPH MAITLAND**, former owner, has moved to Arizona for an indefinite period due to illness.

E. H. BROWN Adv., Chicago, has moved offices to Civic Opera Bldg., 20 N. Wacker Drive. Telephone: FRanklin 9494.

JULIA MARIAN JANEWAY, formerly of The Tullis Co., Los Angeles, has joined Ted H. Factor Adv., as media director.

DOYLE OSMAN, with discharge from Maritime Service, after four years has returned to Dean Simmons Adv., Hollywood agency, as an associate. He is handling various accounts.

RAYMOND R. MORGAN Co., Hollywood, has established new San Francisco offices at 988 Market St. Telephone is Graystone 2851. **PORTER F. ANDERSON** is resident manager.

ROBERT WOLCOTT, formerly Los Angeles public relations representative for Time and Life, has joined Hixson-O'Donnell Adv., Los Angeles, in similar capacity.

C. GERALD GUINN and **JUDSON C. HUBBART Jr.**, released from Navy, have joined MacWilkins, Cole & Weber, Seattle, as account executive and copy director, respectively.

ROBERT M. HIXSON, president of Hixson-O'Donnell Adv., Los Angeles, has been appointed general chairman of Los Angeles Jackson Day Rally to be held in Shrine Auditorium on April 18. Secretary of Commerce Henry A. Wallace is to be principal speaker.

GEORGE ZACHARY, released from the Navy as lieutenant and former network musical director and producer, has been signed by Kenyon & Eckhardt, New York, to produce summer edition of "Ford Sunday Evening Hour" on ABC, Sun. 8-9 p.m., effective June 30.

PAT CARPENTER, former copywriter with Sears, Roebuck & Co., has been added to copy staff of Goldman & Gross, Chicago.

WILBER B. DOWNES, former vice president of Wendell P. Colton Co., New York, has joined Walter Weir Inc., New York, as vice president and director.

PAUL MONROE, released from the Navy and formerly with Buchanan & Co., has joined The Biow Co., New York, as head of the radio production department.

EMORY WARD, after serving with the Army as a staff sergeant and before that with Vick Chemical Co., New York, has joined Morse International, New York, as account executive and copy supervisor.

HENRY PELTIER is new copywriter and account executive with W. J. Smith Co., Louisville, Ky. **JULIAN JAMES Jr.** and **MARY O. BRUCE** have been added to creative staff of agency.

BETH NORMAN, formerly with Kelso Norman Adv., joins Raymond L. Synes Adv., San Francisco.

WALTER GREEN, former copy chief and radio director of Philip Klein Adv., Philadelphia, has joined the copy and executive staff of Hirshon-Garfield, New York.

CALVIN WOOD, formerly with Spencer Curtis Adv., San Francisco, has established his own agency at 617 Montgomery St.

BERNARD BERSHAD, formerly with J. Walter Thompson Co., Los Angeles, has joined the Garfield & Guild San Francisco copy staff.

DOROTHY STREETER, formerly West Coast manager of George C. Hoskins & Assoc., has joined The Tullis Co., Los Angeles, as account executive and is in charge of public relations for Bible Institute of Los Angeles account.

RICKER VAN METRE Jr. has returned to the copy staff of Needham, Louis & Brorby, Chicago, after three years with the Navy.

STANLEY I. FISHEL, after 44 months in Navy, returns to Jasper, Lynch & Fishel, New York, as vice president and treasurer. He was released as lieutenant.

FLEUR FENTON, executive vice president of Dorland International-Pettingell & Fenton, New York, has been appointed advertising consultant of Office of War Mobilization and Reconversion in Washington. She will work directly with Famine Emergency Committee.

ATHERTON & GRESHAM Adv., new Hollywood general agency headquartered at 600 Sunset Blvd., is headed by **AL ATHERTON** and **MAURIE GRESHAM**, for more than two years account executives of KMPC, Hollywood. Co-partners have a broadcast background of many years in both radio and advertising. **ALAN CAMERON** is production manager.

JOE H. LANGHAMMER & Assoc., Omaha, has been formed as a general agency with offices in National Bank Bldg. Mr. Langhammer formerly operated his own agency in Shreveport, La. Joining him as an associate is **CARL J. KOZLIK**.

HI AEURBACH, formerly Tokio Mose with AFN, joins Atherton & Graham Adv., Hollywood, as writer, announcer and producer.

HUBBELL ROBINSON, executive vice president of Foote, Cone & Belding, New York, is in Hollywood to set up new Bourjois Inc. program starring Tony Martin, vocalist, and starting in mid-April on CBS.

FRANKLIN C. TYSON, former copy chief at Burton Browne Adv., has joined copy staff of Roche, Williams & Cleary, Chicago.

IRVING M. MOSS, after 10 years' service with the armed forces and released as major, has joined Rodgers & Brown, New York, as head of radio department.

EDWARD H. HALE, released as captain in the Army Signal Corps, has joined the creative staff of Green-Brodie, New York.

JEAN DYER, formerly with Buchanan & Co., New York, and **MARGIE McCABE**, formerly with Biow Co., New York, have joined Henry A. Loudon Adv., New York, as timebuyer and assistant to the radio director, respectively.

JORGENSEN ASSUMES LEGAL POST IN FCC

AFTER TWO YEARS service in the Navy, Norman E. Jorgensen has returned to the FCC as assistant general counsel, succeeding to the post formerly held by Leonard H. Marks who resigned in January to enter private practice. Mr. Jorgensen's appointment became effective March 21.

Mr. Jorgensen

Mr. Jorgensen was special counsel to the former chairman, James Lawrence Fly and had been with the Commission 14 months prior to entering the Navy. As a lieutenant with the Military Government he saw service in the Pacific and has been governor of several Japanese provinces for the past year. Shortly before his discharge he was stationed in Korea.

Born July 23, 1908 in Chicago, Mr. Jorgensen received a Ph.B. from the U. of Chicago in 1933. He worked in the sales department of Firestone Tire & Rubber Co., later becoming sales manager of Chalmers & Co., merchandise distributors of Iron Mountain, Mich. Then he returned to the university to study law. He received a J.D. degree in 1943 and was editor of the *University of Chicago Law Review*.

Mr. Jorgensen is married and has two children.

THE LENGTHENED SHADOW
OF MEN WHO
KNOW HOW
FROM EXPERIENCE
. . . for News of Men at KFEL who have learned and KNOW HOW to serve the best interests of radio listeners and radio advertisers from many years of experience in the business of broadcasting.
WATCH THIS SPACE
KFEL
DENVER
This is Mutual
5000 WATTS
Managed by GENE O'FALLON since 1923 • Represented by BLAIR since 1937

"WFDF Flint covers the world of sports."

Grand Central Station...in PEORIA?

Grand Central Station, New York City. The famous Information Booth surmounted by clock, is in lower right hand corner. Photo courtesy New York Central System.

Yes, Peoria does have a "Grand Central Station" . . . from the standpoint of radio, of course. And WMBD's Information Service serves Peorians just as effectively as the Information Booth in *the* Grand Central accommodates New York travelers.

WMBD's log on Public Interest telephone calls averages 2500 entries weekly. A few random samples: correct time (1200 calls); condition of highways (350 calls); detailed information on end of major local industry strike (400 calls). Over 250 listeners called in one week to compliment a new local sustaining program; 600 wanted information on a special sports broadcast.

Peorians *know* WMBD is operated in the public interest . . . and that they can depend on this dominant Illinois station for quick, accurate information, as well as the best in broadcasting.

5000 WATTS **CBS AFFILIATE**

WMBD

PEORIA, ILLINOIS

Edgar L. Bill
President

Charles C. Caley
Executive Vice President

FREE & PETERS, Inc. . . National Representatives

This is

WROK

ROCKFORD

CONLAN SURVEY

DECEMBER 9-15 1945

DISTRIBUTION OF LISTENING HOMES AMONG STATIONS

	MORNING %	AFTERNOON %	EVENING %	ENTIRE SURVEY %
WROK	43.4	36.6	28.7	34.3
Sta. "A"	24.1	15.5	22.3	20.0
Sta. "B"	11.8	17.6	12.0	14.1
Sta. "C"	13.5	25.0	34.7	27.3
Other	7.2	5.3	2.3	4.3

WROK

AN ABC STATION

ROCKFORD, ILLINOIS

NATIONAL REP

HEADLEY-REED CO.

BILL LYON, released from the Army as sergeant following Pacific area service, has returned to WRVA Richmond, Va., as assistant to **SAM CAREY**, program service manager. **MARTHA ALLEN TURNAGE** now is acting WRVA continuity editor.

JACK RAYEL, after serving in the armed forces, has rejoined the NBC announcing staff in New York. In addition he does overseas newscasts twice weekly for State Dept.

GRACE JOHNSEN, director of women's and children's programs for ABC New York, March 27 discussed social significance of radio and how medium is meeting the responsibilities which accompany its power at the monthly shop talk meeting held by Advertising Women of New York.

SOL PANITZ, freelance radio writer and author of several scripts on WMCA New York "New World A-Coming" series, has collaborated with **BOB MAURER** of Henry J. Kaufman & Assoc., Washington, on "The Sound of Peace," a script to be aired on Columbia Workshop late this spring.

CAPT. DON L. KEARNEY, former radio officer at ETO headquarters, has returned to U. S. on terminal leave. Before entering service, he was producer-announcer at WAGE Syracuse and a radio director on national public relations staff of USO.

JIM KLOSKY, formerly with WAYS Charlotte, N. C., has joined WAIM Anderson, S. C., as announcer.

RANDY DAVIDSON, WAIM Anderson, S. C. program manager, is the father of a girl.

BERNARD LEE, discharged from the service, has returned to WRBL Columbus, Ga., as announcer. **ED. J. HENNESSY**, former production manager, has been namd acting program director of WRBL.

FRANK HICKS Jr., released from the Navy, has joined KYSM Mankato, Minn,. as announcer.

BOB KAHLE, announcer at WKRZ Oil City, Pa., is the father of a boy.

BEN GRAUER, NBC announcer, has been named official narrator for the Department of State Office of International Information and Cultural Affairs. Mr. Grauer will narrate a series of films which project American scene as it is today for world-wide distribution to English speaking peoples.

George H. Jaspert Opens Radio Consultant Office

GEORGE H. JASPERT, New England broadcaster, last week opened a consulting organization with offices in the Little Bldg., Boston (phone, Hancock 4948).

Mr. Jaspert

Active in radio since 1920, Mr. Jaspert has directed station operations in both the East and Midwest. His new consulting service will cover all aspects of station planning, including AM, FM, television and facsimile. He served as radio consultant last year for the Boston *Herald-Traveler* which recently acquired WHDH Boston and its FM experimental station.

Mr. Jaspert assisted in the KDKA broadcast of the Harding-Cox election return in 1920. He was employed by the Westinghouse station for 11 years in managerial capacities. For the last 13 years, he has been commercial and station manager of stations in the Midwest and New England.

News of Programs

NEWSPAPER on WFIL Philadelphia programs and personalities, "WFIL Time," is being published by station for distribution to listeners and the trade. Schedule of program highlights is listed on last page of the paper, to be issued every two months.

PRODUCTION

VICK KNIGHT, former "Command Performance" producer for the Army and top network programs, has been appointed by Edward M. Kirby, public relations counsel, to produce "Shriners Show" program April 27 for benefit of crippled children.

JACK STRADER, announcer of WCKY Cincinnati, is father of a girl.

ARTURO TOSCANINI, conductor of NBC Symphony Orchestra, will fly to Italy April 17 to reopen famed La Scala Opera House, Milan, with series of six concerts during May and June. **SAMUEL CHOTZINOFF**, manager of NBC's musical division, will accompany Mr. Toscanini.

AL HENDRICKSON, former featured vocalist of KLAC Hollywood staff orchestra, has been named station musical director. He replaces **PAUL PENDARVIS**, resigned.

SHELDON BRENNAAUN, released from the Navy where he served overseas as AFRS program director of WVTD The Admiralties, is now announcer at KCMJ Palm Springs, Calif.

LESTER DAMON, after two years in the armed forces, May 5 returns in the role of Nick Charles which he originated on CBS program, "Adventures of the Thin Man," sponsored by General Foods Corp., New York.

CLIFF ARQUETTE, star of ABC "Glamour Manor," and Darlene Sammons were married in North Hollywood March 19.

BILL HERSON, announcer-m.c., and **NANCY OSGOOD**, director of women's activities of WRC Washington, have been awarded the Silver Medal of the U. S. Treasury Dept. for efforts in behalf of War Finance program.

MARTIN WELDON, after serving in the armed forces and previous to that an announcer on WINS New York, has been appointed assistant executive editor of Merry-Day House, New York.

RED FOLEY, singer of mountain ballads formerly heard on "Renfro Valley Barn Dance" and "National Barn Dance," on April 6 joins NBC "Grand Ole Opry," sponsored by R. J. Reynolds Tobacco Co., Prince Albert tobacco, Sat. 10:30-11 p.m., as featured vocalist and m.c. Agency is William Esty & Co., New York.

ROBERT J. LANDRY, director of program writing, CBS New York, has written an article on British cooking titled "Oh, My Aching Stomach" appearing in April issue of The Ladies Home Journal.

CLINT JOHNSTON, after three years' service in the AAF as lieutenant, has returned to CBS New York as production director.

MARK JORDAN, announcer of KGO San Francisco, is the father of a boy.

BUD ABBOTT and **LOU COSTELLO**, co-stars of NBC "Abbot & Costello Show," have been awarded bronze star by National Association of Professional Players, relief group, for their interest in juveniles and sports, and radio baseball sketch on recent broadcast. Members of Browns, Cubs, Pirates and White Sox attended Los Angeles banquet in comedians' honor.

LEONARD LEVY, released from the Navy, has taken charge of the transcription department of KFRC San Francisco.

BILL SPARGROVE, former New York announcer on various network shows, with discharge from armed forces has moved to Hollywood.

DIX DAVIS, co-star of NBC "Date with Judy," was inducted into the Army on March 20.

WAYNE ACKLEY, KRNT Des Moines, Iowa, director of music, is the father of a boy.

LARRY RAGHTY, released from the Army after four years' service, has returned to WOL Washington as announcer. While in the service he managed AFRS station SIGI Keflavik, Iceland.

PHIL BERNHEIM, former announcer at KVOS Bellingham, Wash., and station manager during the war for American Forces Network in ETO, has taken over "Midnight Night Owl" program on KJBS San Francisco.

ED ANDERSON has rejoined the announcing staff of WTIC Hartford, Conn., following release from the Army. He served in ETO, was announcer for AFN-Munich and Paris.

TOM MAGOWAN has been added to the announcing staff of KXOA Sacramento, Calif. He formerly had been with Don Lee Broadcasting System, Hollywood, and NBC New York. He also has married **MARJORY RICHARDS**, former traffic manager of KOH Reno, Nev.

FRANKLIN PAGE, formerly with AFN Berlin and released from the Army, is now announcer at KLRA Little Rock, Ark.

JOHN MacLEAN, previously with WHEC Rochester, N. Y., has been added to the announcing staff of WGST Atlanta, Ga. **BUDDY MASON** rejoins music staff of WGST following release from Marine Corps.

LEE FORTUNE, released from the RCAF after four years' overseas duty, has joined CKSF Cornwall, Ont., as announcer.

HENRY RAMER, new to radio, has joined the announcing staff of CBM Montreal, Que.

PETER McDONALD, former script writer, has joined CBR Vancouver, B. C., as announcer. **FRANK WILLIAMS**, CBR announcer has been transferred to CBM Montreal.

RENE GARNEAU, French-language supervisor of CBC International Service, Montreal, is at present in Great Britain and will go to France to arrange for French-language exchange programs.

"Boy . . . that guy on WGAC wasn't kiddin' when he said that soap was Sudzy."

WGAC Augusta, Ga.

A MULTI-PURPOSE AMPLIFIER

of Broadcast Quality

Worthy of an Engineer's Careful Consideration

Langevin 114-A Amplifier in 204-A Cabinet

THE Langevin 114-A Amplifier is primarily a monitor amplifier. It is used in offices, audition and control rooms of radio stations and recording studios, and also fits the needs of wired music installations and other industrial uses wherever an amplifier for a single or dual speaker installation is required.

This amplifier operates on 110-120 volts AC or DC. It can be rack mounted or used in its own metal cabinet, Type 204-A; it has a frequency response of 30 to 15,000 cycles and delivers 3 watts of audio power at less than 2% RSS total harmonic distortion at 400 cycle single frequency. At 4 watts output the distortion is less than 5%.

ELECTRICAL CHARACTERISTICS

GAIN—Approximately 61 db high gain and 43 db when bridging a 600 ohm source. **OPERATES FROM**—0-1000 ohms using nominal 600 ohm input, 0-25,000 ohms using nominal 25,000 ohm input, with maximum gain depending upon impedance of bridged source. **OPERATES INTO**—Nominal load impedance of 4 ohms. Working range 2 to 8 ohms. **OUTPUT POWER**—Approximately 4 watts with less than 5%, and 3 watts with less than 2%, RSS total harmonic distortion at 400 cycles single frequency into nominal 4 ohm load. **OUTPUT NOISE** 42 db below +35 VU (7 db below .001 watt) or better. **FREQUENCY CHARACTERISTIC** — Production run ±1.5 db over the range of 30-15,000 cycles. **POWER REQUIREMENT**—110-120 volts, 25-1000 cycles AC, or 110-120 volts DC. Amplifier draws 70 watts at 120 volts. **SIZE**—Maximum length 10¼", depth 6½", height 6¾".

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NEW YORK, 37 W. 65 St., 23 • SAN FRANCISCO, 1050 Howard St., 3 • LOS ANGELES, 1000 N. Seward St., 38

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Regional Radio Station Representatives

Park Square Building

Boston 16, Mass.

April 1, 1946

New England New York State

WDOD SINCE 1925*

*THE BEGINNING OF RADIO IN CHATTANOOGA

CBS doing the best job in Chattanooga

5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVE

First in Chattanooga

News

ELMER DAVIS, currently heard on ABC Tues-Wed. 8:15-8:30 p.m. and Sun. 3-3:15 p.m., on April 22 will take over the 9:55-10 p.m. period, Monday through Friday, replacing **CHESTER MORRISON** commentary being discontinued April 19 by Esquire Inc., Chicago ("Coronet" Magazine). Mr. Davis will drop quarter-hour on Tuesdays and Wednesdays but will continue Sunday afternoon series.

BILL ADAMS, former agricultural authority of KQW San Francisco, released from the Army as colonel, has established himself in the import-export business.

JOHN BECK, CBS Western Division director of news broadcasts, is the father of a boy.

ALFRED DOWNS, released from Army, has rejoined NBC Hollywood newsroom as staff writer. Writer **JOHN BROBERG** has resigned.

AL HATTIE, commentator on WJJD Chicago weekly "High School Forum," came of age last week and was drafted into the Army. Now stationed in public relations at Fort Sheridan, Ill., he will continue to broadcast the forum, until being transferred.

DICK SIEBERT, first baseman traded by the Philadelphia Athletics to the St. Louis Browns, is scheduled to broadcast baseball rather than play it this season. He is to cover games of St. Paul in American Assn. for WTCN Minneapolis.

BILL WOOD, newsman with WCOP Boston since release from the Navy last December, goes back into uniform and to Pacific for coverage and work on Operations Crossroads, presently postponed. He is one of four men selected for posts of radio program officers on four communications ships assigned to atom bomb tests.

CHARLES EWING, released from the armed forces, has joined WRLB Columbus, Ga., news staff, which he organized to include coverage of ten Georgia-Alabama counties for five local newscasts and one local commentary daily. Prior to entering service, he was news editor of WBIR Knoxville, Ten. **JOHN JOHNSON**, released from the Army, has returned to WRBL as news and sports announcer.

BOB WOLFF, WINX Washington sportscaster, has left for Florida to review major league baseball clubs in their spring training camps. His daily broadcasts wil be aired by record during his trip.

JOHN ADEMY and HAL PROCTOR, released from armed forces, have returned to WCAO Baltimore as weekday news analyst and "Arrow News Reporter," respectively.

BOB GARRED, CBS Hollywood newscaster and former Navy officer, has been signed by 20th Century-Fox to narrate a Navy short subject film.

BILL STERN, NBC director of sports, will report the Masters Golf Tournament at Augusta, Ga., April 5-7 in six NBC broadcasts.

KNOX MANNING, CBS Hollywood newscaster, is author of book, "I Live on Air," to be published by Simon & Shuster.

PETER STURSBERG, former CBC war correspondent, is now with the London (England) Daily Herald, and is at present in India for that paper.

GAYLORD AVERY has been appointed newscaster and announcer at KFAB Lincoln, Neb. Before AAF service he was news announcer at KMOX St. Louis and previously announcer at WOW Omaha.

CHARLES STOOKEY, farm editor of KXOK St. Louis, March 21 was host at Parks Metropolitan Air Port, East St. Louis, Ill., to 24 Missouri and Illinois farmers and regular listeners to his "Town and Country" program. Guests were flown over Shiloh-O'Fallon soil conservation area. Four of the farmers flew to event in their own planes.

GENE TAYLOR, former staff announcer at WLAW Lawrence, Mass., has been appointed news editor of WHIT New Bern, N. C.

ARTHUR HALE, Richfield Reporter on Mutual, will do April 2, 4 and 9 broadcasts from Richfield Oil Corp. distributor sales meeting in Boston, Philadelphia and Syracuse, respectively.

NEWS REPORTING PLANE is the Cessna Crane aircraft purchased as war surplus by CFPL London, Ont. Ship is equipped with radio telephone transmitter and receiver to allow direct communication between the station and plane in flight. Here W. J. Blackburn (c), president and managing director of CFPL and London Free Press, accepts delivery of aircraft and log from George Walker (r) of Leavens Brothers Air Service, Toronto, while W. E. Corfield, RCAF veteran and pilot-reporter of plane, looks on.

DON BROWN, WHO Des Moines newscaster, is father of a boy, Donald Eugene.

CLAY RUSK, WHO Des Moines newscaster, has been elected to three-year term as director of Urbandale, Iowa, independent school district.

NBC Compiles Album Of Roosevelt Excerpts

TWO-VOLUME record album of excerpts from the speeches of Franklin Delano Roosevelt will be released by NBC April 12, first anniversary of the late President's death. Album, titled "Rendezvous With Destiny," consumes approximately two hours playing time and is the first in a series of NBC documentary recordings, produced under the editorial advisorship of Dr. James Rowland Angell, NBC public service counselor and president emeritus of Yale U. In a special tribute to the late President, the entire album will be broadcast on NBC April 12, 11:30 p.m.-1:30 a.m.

Operate Radio Stuttgart

STUART L. HANNON, until 1943 in commercial radio in the U. S., is now program director of Radio Stuttgart, 100 kw station on 574 kc of U. S. Army's 6871st District Information Services Control Command. With ABSIE and Radio Luxembourg until his present assignment, he formerly had been writer-producer with Blue Network (ABC) and prior to that with CBS stations on Pacific Coast. Production manager at Radio Stuttgart is Capt. Fred Taylor, formerly with KSL Salt Lake City.

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RADIO ENGINEERS
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Washington, D. C. NAtional 6982

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PHONE—MICHIGAN 4151

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• *WASHINGTON, D. C.* •
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John Creutz
Consulting Radio Engineer
328 Bond Bldg. REpublic 2151
Washington, D. C.

Broadcast — Allocation & Field Service
GILLE BROS.
CONSULTING RADIO ENGINEERS
1108 Lillian Way Phone: GLadstone 6178
HOLLYWOOD 38, CALIF.

WILLIAM E. BENNS
Consulting
Radio Engineer
COLUMBIA, SOUTH CAROLINA
830 Gregg St. Phone 7342

H. V. Anderson
AND ASSOCIATES
• Consulting Radio Engineers
715 American Bank Bldg. Tel. RAymond 0111
New Orleans 12, Louisiana

RITCH & GWALTNEY
CONSULTING RADIO ENGINEERS
631 Pennsylvania Ave. N.W.
Washington 1, D. C.
Executive 3960

GUY C. HUTCHESON
CONSULTING RADIO ENGINEER
811 N. SYCAMORE ST.
PALESTINE, TEXAS
PHONE—2-6166

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NATHAN WILLIAMS
Allocation & Field
Engineering
Ph: Blackhawk 22
20 Algoma Blvd.
Oshkosh, Wisc.

SINGLETON AND BARNARD
Consulting Radio Engineers
AM FM Television Marine
2438 S.W. 4th Ave.,
ATwater 4594
PORTLAND 1, OREGON

ALLIED ARTS

PHIL GILLIG, assistant to the president and sales promotion manager of Emerson Radio & Phonograph Corp., has been elected vice president in charge of home products division. Prior to joining Emerson he was vice president of Ludwig Baumann & Co. for 16 years.

ROBERT B. FULLER has been added to radio service staff, Veterans Administration, Washington, as script writer. Former producer and writer with WDWS Champaign, Ill., during the war he was Army sergeant in public relations work, part of time as script writer.

PAUL CRUGER heads newly organized radio division of George R. Bentel play brokerage and literary agency, Hollywood.

AMERICAN CABLE & RADIO Corp. and Raytheon Manufacturing Co., New York, have named the Marine Division of Mackay Radio & Telegraph Co., subsidiary of ACR, as sales organization within the U. S. for Raytheon's commercial type radar, known as the Mariners Pathfinder. Over 1,500 U. S. merchant ships are to be equipped with Raytheon's modern safety devices. Raytheon will continue its own sales and service organization and is expected to establish facilities in the Great Lakes area not presently serviced by the Mackay Radio Marine Division.

SOCIETY OF THE PLASTICS INDUSTRY, New York, will present first National Plastics Exposition April 22-27 in Grand Central Place, New York. Included among products to be exhibited wil be plastic radio cabinets, plastic fluorescent and luminescent radio dials, plastic radio parts, plastic lenses for television, etc.

N. H. (Terry) TERWILLIGER has been appointed promotion and advertising manager of the radio and appliance division of the Sparks-Withington Co., Jackson, Mich.

KARL KRAMER, technical service engineer of the Jensen Radio Manufacturing Co., Chicago (acoustic equipment), has been transferred from the engineering to the sales department where he will serve in a liaison capacity.

FINANCIAL ADVERTISERS Assn. will hold its annual convention with approximately 700 delegates scheduled to attend in San Francisco Oct. 7-10.

M. C. LEVEE Agency, talent service, has moved to new offices at 119 S. Beverly Drive, Beverly Hills, Calif. Telephone is Crestview 1-5781. **BEN BENJAMIN** is radio director.

WALTER WHITE Jr., for three years CBS Hollywood producer, has been made radio director of Kline-Howard Agency, radio program packager. **LLOYD DOCTOR**, formerly with NBC Hollywood writing staff, has been added to agency and assigned to package show starring Irene Rich.

WARNER G. TOUB, formerly with Ken Dolan Agency, Hollywood artists' service, has joined Sam Jaffe Inc., Beverly Hills talent service, as assistant to **BERT PRAEGER**, radio director.

HOWARD C. CAINE, discharged from Royal Canadian Navy, has been appointed manager of syndicated script department of Imperial Radio Productions, Toronto. He was on production staff of CKOC Hamilton, Ont., before joining RCN.

BARTON H. CAMERON, released from AAF as lieutenant colonel, has joined the advertising food research firm of Hooper-Isker, Chicago. Before entering service he was research director for Roche, Williams & Cleary.

JAMES J. COMER Jr. has been appointed representative for the southeastern district of General Electric Co. Electronics Dept., Syracuse. He will be responsible for the sale of broadcast transmitters in Tennessee, South Carolina, Georgia, Florida, Alabama, Mississippi and Louisiana and will headquarter in Atlanta. During the war he was employed by the Signal Office, Headquarters Fourth Service Command, Atlanta, and the Signal Division, Fourth Service Command Reclamation Center, Atlanta, where he was responsible for engineering, inspection, field installation and supervision of major radio projects in seven states comprising that command.

Mr. Comer

KLAC Hollywood has prepared recorded package version of its "Rumpus Room" program, Saturday afternoon 50-minute feature for teen-agers.

MEFFORD RUNYAN, executive vice president of Columbia Recording Corp., New York, in early April is to confer in Hollywood with **ANDREW J. SCHRADE**, vice president in charge of Pacific Coast operations.

HARRY EINSTEIN (Parkyakarkus), star of NBC "Meet Me at Parky's," and **HAL FIMBERG**, writer-producer of that program for Lennen & Mitchell, agency servicing P. Lorillard Co. account, have formed radio production unit under title Hal-Park Productions. Detective package show, "The Crow and the Quail," has been transcribed on audition disc for sponsor consideration.

RADIO DIRECTORS GUILD will hold its next membership meeting to elect officers April 8 at Amsterdam Room, Rockefeller Center, New York. Report of current negotiations with AAAA also will be discussed.

RECORDING-BROADCASTING studio for use by clients, agencies and broadcasters has been constructed by Paul Schmitt Music Co., Minneapolis, on third floor of Schmitt Music Center. Utilizing polycylindrical sound diffusion, studio is part of new Schmitt recording and broadcasting facilities. Control room includes double Presto cutting units, sound effects equipment and line service covering entire Northwest. Accompanying auditorium studio enables recording or broadcasting by large choral or similar groups. Recording and broadcast divisions of firm are under the supervision of E. H. Van Krevelen.

GENE SHEFRIN, formerly with 8th Air Force Public Relations and before that in publicity department at Twentieth Century Fox, New York, has joined Fred Stengel publicity office, New York.

ANNE RAIDABAUGH, wartime publicity director at WRVA Richmond, Va., is now with the radio division of Veterans Administration, Richmond office.

LEAR HOME RADIO DIVISION has moved Chicago sales offices to company's executive and manufacturing headquarters in Grand Rapids, Mich.

FREDERICK C. GROPPER, released from the Army and former member of the publicity department of Compton Adv., New York, has joined the New York office of Veterans Administration as assistant to the chief of radio publicity.

C. NELSON SCHRADER, formerly in the motion picture department of Newell-Emmett Co., New York, is president of "Radio Program Information Service" located at 55 W. 42d St., New York. Service, to be ready in about six weeks, is weekly publication listing radio programs on 10 New York stations with their time, sponsor and agency with short description of each show.

KEYSTONE BROADCASTING SYSTEM, transcription network, has added 11 new affiliate stations bringing total to 211 outlets. New stations are: WHTB WKRZ WMAJ WDAD KGVL WPUV KWLK WATT WOCB KWOR WMOX.

RWG Seeks Fee Hike From L.A. Disc Firms

USING present negotiations with C. P. MacGregor Co., Hollywood transcription firm, as opening wedge, Radio Writers Guild, Hollywood, is seeking to set up new minimum fee for Los Angeles area transcription companies using script material. Contract with C. P. MacGregor expired March 25 and RWG has asked that an increased minimum fee be worked into new agreement. Present fee, established in 1940, is unsatisfactory to RWG.

Guild is also seeking to establish basis for code of fair practices in radio writer-agent relationships. Questionnaires have been submitted to membership asking recommendations and comments for improvements on existing contracts. Past complaints have included time length involved in certain contracts, unwarranted commissions on independently obtained work, and failure of some agents to thoroughly represent clients. Replies to the overall survey will be reported at April RWG meeting.

GETTIN' ANY LOVIN' FROM GRACY (Ky.)?

Gracy (Ky.) is a wee little bitty—er—we mean *city*, but even if you had *all* her endearing young charms, you still wouldn't have much! You'd do better, sir, to cease casting glances at such backwoods belles and cuddle up to WAVE's luscious Louisville Trading Area, where there's more of *everything* that's desirable than you'll find in the rest of the state, combined. As Chaucer never said about Gracy: "I got a pretty face, I got a pretty figger, but stand back boys 'til I get a little bigger!"

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

Wedding Music

KRLD Dallas saved the day for a bride who was afraid she'd have to march down the aisle in absolute silence. A few days before the wedding, she went to J. W. Crocker, assistant manager of the station and explained her plight: Friends were going to pay for the ceremony and reception as a gift, but the only music available was through a record player, and nowhere could she find a copy of Mendelssohn's "Wedding March." KRLD's library solved the problem.

Boren

(Continued from page 46)

P. Van Askel, assistant general counsel, National Labor Relations Board; Ruth Gruber, formerly of the Interior Dept.

Directors Listed

Dr. Joseph L. Johnson of Howard U. has been elected vice president and a director of the corporation, Rep. Boren said. Other directors were listed as: Robert C. Davenport, USDA; Philip H. Dunaway, chief editor, Office of Research & Intelligence, State Dept.; Clark Foreman; William L. Greene; Mrs. Marion Kingsbury; Mrs. Lattimore; Samuel Lichtenstein, wholesale drug distributor; Morris Rodman and Elizabeth Wickenden (Mrs. Arthur Goldschmidt).

In its program and staffing data, filed with the FCC March 11, Metropolitan said the station would carry no commercial announcements of more than 59 seconds each; would not interrupt programs for commercials; would not schedule two commercials consecutively; would attempt to space commercials 29 minutes apart; would carry no singing commercials; no beer, wine, or liquor advertising; no commercial religious programs; no patent medicines unless a committee of physicians approved them; would take no part in give-aways and would not permit sponsors to have anything to say about programs or contents. Staff members would write commercial copy and the station would retain complete control over all programs, the corporation stated.

Rep. Boren said an analysis of the Metropolitan application and program data indicated to him that the station planned not only to devote most of its time to "educational programs, but to make those so-called educational programs available to other radio stations. I want to know what type of education these people have in mind," he added.

Car Card Logs

IN LIEU of daily newspaper program log KDON Monterey, Calif., has set up and is using car cards in all inter-city busses. Incorporated is pad of daily program listings which can be torn off and taken away.

American Public Relations Assn. Cites NAB, NBC and WNAX Yankton, S. D.

NBC, the NAB, and WNAX Yankton, S. D., were recipients of awards from the American Public Relations Assn. at the association's banquet last Saturday evening in the Hotel Statler, Washington, D. C. The three were chosen in the radio category for outstanding public relations work in network, radio association and station fields, respectively.

The citations were among a total of 45 made to all branches of American business and industry, and henceforth will be conferred annually.

Presentation banquet was culmination of three day convention of the APRA. Radio awards were received for their respective organizations by Frank E. Mullen, vice-president and general manager of NBC, A. D. Willard, NAB executive vice-president, and James H. Allen, merchandising and promotion manager of WNAX.

Each received a small mahogany pedestal with a sterling silver front plate upon which is the inscription of the award. Mounted on the pedestal is the silver anvil of public opinion, symbol adopted by the APRA.

Nine Judges

Panel of judges for the awards were Miller McClinstock, chairman, industrial consultant, New York; Donald M. Bernard, advertising director of the *Washington Post*; John Brandt, president-manager, Land O'Lakes Creameries Inc., Minneapolis; Harwood Childs, associate professor of politics, Princeton U.; Stephen T. Early, vice president, Pullman Inc., Washington; Theodore R. Gamble, assistant to the Secretary, U. S. Treasury Dept., Washington; Glenn Griswold, publisher, *Public Relations News*, New York; Robert S. Henry, assistant to the president, Assn. of American Railroads, Washington; Charles G. Ross, secretary to the President, The White House. Charles F. Worden, APRA, was chairman of the awards committee.

Principal speaker at the banquet, which was attended by 1,000 business leaders, was Secretary of Agriculture Clinton P. Anderson. Toastmaster was Rep. Luther Patrick (D-Ala.).

'Missing Heir' Returns

SCHEDULED to return to the air March 31 as a Sunday afternoon sustainer on ABC was "The Court of Missing Heirs." Program from 1937 to 1942 was on CBS, sponsored by Skelly Oil Co., Kansas City, and Centaur Co., division of Sterling Drug, New York (Ironized Yeast), respectively. Feature of new series is a $75 Victory Bond award for information leading to the discovery of a missing heir described on the program.

A Valuable Supplement to your radial ground system

TRUSCON COPPER MESH GROUND SCREEN

Ask your engineer or consultant regarding the value of a close mesh pure copper ground screen in the high intensity field immediately adjacent to the base of an antenna tower.

There is only one answer: A Truscon Copper Mesh installation is permanent and does not require frequent replacement.

This screen is fabricated by slitting and expanding solid sheets of pure copper into mesh sheets approximately 8′ 0″ wide by 24′ 0″ long. The usual arrangement at the base of a radio tower consists of twelve sheets with edges connected by means of brazing to form a screen 48′ 0″ square.

Truscon Copper Mesh Ground Screen is available from stock. Obtain prices from our nearest sales office or write our home office at Youngstown, Ohio.

Truscon Radio Towers, too, are now available.

TRUSCON STEEL COMPANY

YOUNGSTOWN 1, OHIO • Subsidiary of Republic Steel Corporation

Manufacturers of a Complete Line of Self-Supporting Radio Towers . . . Uniform Cross-Section Guyed Radio Towers . . . Copper Mesh Ground Screen . . . Steel Building Products.

SPONSORS

R. H. CRUM, formerly in charge of sales and promotion department of Esso Marketers, New York, has been appointed to handle the "Esso Reporter" program. **E. M. SHOWWALTER Jr.**, former merchandising manager of the West Virginia division of the Standard Oil Co. of New Jersey, Charleston, will take over Mr. Crum's former duties while **C. W. ROBBINS**, who was account executive on the Esso account at McCann-Erickson, New York, will handle publication advertising liaison work between Esso and its agency.

REPUBLIC PICTURES Corp., New York, for Kansas City showing of "Dakota," has been using spot announcements on KCKN, WHB and KCMO Kansas City and a 15-minute program on KCKN and one on WHB. Agency is Donahue & Coe, New York.

WAYTROL Co., Los Angeles (vitamin pills), April 1 starts weekly spot announcement campaign using varied schedule on KFWB KLAC KMPC KWKW. Contracts are for 26 weeks. Agency is Lockwood-Shackelford Adv., Los Angeles.

TRUMAN DOYLE METHOD, Hollywood, to promote its carpet and upholstery renewing service, is using varied schedule of spot announcements weekly on eight Southern California stations. List includes KFOX KIEV KFAC KWKW KXLA KGFJ KLAC KRKD. Agency is George Gale Radio Adv., Hollywood.

SILLERS PAINT Co., Los Angeles, has appointed Frank Oxarart Co., Los Angeles, to handle national advertising. Radio is being considered.

DUPLI-COLOR PRODUCTS Co., Chicago, has named the local office of Al Paul Lefton Co. to handle advertising account for line of 600-color "touch-up" enamels.

MARYLAND AIRLINES, serving Washington, D. C., Wilmington, Del., and Baltimore, has placed account with Robert J. Enders Adv., Washington. Radio will be used to promote vacation flights to coastal resort areas.

GILLETTE SAFETY RAZOR Co., Boston, has created a western sales division in a reorganization of its national territories to improve service to wholesalers and retailers. **WILLIAM E. GENTLE**, San Francisco, is named manager of the new division.

CHRYSLER EXPORT Division of Chrysler Corp., Detroit, has appointed Ross Roy Inc., Detroit, as advertising counsel for all firm products sold outside the U. S. and Canada.

MARIE MORRISON Inc., New York, cleaners and dyers, starts a test spot announcement campaign April 1 for 13 spots per day on WFAS White Plains, N. Y. Till forbid contract was placed by Commerce Adv., New York.

RALPH SPENCER, formerly of CKOV, Kelowna, B. C., has been appointed radio director of British Columbia section of the United Church of Canada.

SWIFT CANADIAN Co., Toronto (household cleanser) has started daily spot announcement on 24 Ontario stations. Agency is McConnell, Eastman & Co., Toronto.

PROCTER & GAMBLE of Canada (Spic & Span), has started extensive schedule of daily quarter-hour, five minute and spot announcement programs on five Toronto and Hamilton stations, may expand to other Canadian stations. Agency is Dancer-Fitzgerald-Sample, Toronto.

ATLANTIC PLASTICWEAR FASHIONS, New York, has appointed Ellis Adv., New York, to handle advertising. Radio will be used in the fall.

SMITH BROTHERS, Poughkeepsie, has appointed Ruthrauff & Ryan, New York, to handle advertising for its cough drops and syrup. Company has used spot radio in the past.

HAL CHASE, former advertising and sales promotion manager of Ralston Purina Co., St. Louis, who recently joined Welch Grape Juice Co., Westfield, N. Y., as sales promotion manager, has been appointed advertising manager as well. **BERNARD JACOBSON**, acting advertising manager, will continue as assistant to the president. Company plans to resume use of radio.

CHAIRMAN of the board of Wieboldt Stores, Chicago, Werner Wieboldt (r) chats with June Marlowe (l) and Kay Lane, mistresses of ceremonies for the Wieboldt Your Neighbor weekday series on WMAQ Chicago. Occasion of meeting was coke party for high school editors to celebrate new Saturday Hi-Time emphasizing teen-agers.

ALTA VINEYARDS Co., Fresno, Calif., is preparing a spot radio campaign in key markets. Agency is Garfield & Guild, San Francisco.

FOREMAN & CLARK, Los Angeles (chain clothiers), adding to its newscast schedule in major Pacific Coast markets, on March 25 started sponsoring five-weekly quarter-hour "Wilson Edwards Reporting" on KHJ Hollywood. Contract is for 52 weeks. Agency is Botsford, Constantine & Gardner, Los Angeles.

BALIAN Co., Los Angeles (Franilla ice cream), April 1 starts using varied schedule of spot announcements on seven local area stations. Contracts are for 13 weeks. Agency is Welsh-Hollander Adv., Los Angeles.

POULSEN & NARDON MANUFACTURING Co., Los Angeles (aluminum kitchenware), has appointed The Boyd Co., Los Angeles agency, to handle advertising.

SULLIVAN-WALDRON PRODUCTS Co., Seattle (Whipster, whipping cream mechanical device), has appointed Erwin, Wasey & Co., Seattle, to handle advertising.

CALIFORNIA DAIRY INDUSTRY Advisory Board, San Francisco, has appointed Brisacher, Van Norden & Staff to handle advertising with approximately $375,000 to be used nationally for promotion of dairy products through education during first year.

CROWN PRODUCTS, San Francisco (food products), has appointed Bruce Eldridge Adv., San Francisco, to handle advertising. Radio will be used.

PARYN Ltd., Los Angeles (national sales organization), has appointed Davis-Hood & Assoc., Los Angeles, to handle advertising.

WINCKLER & SMITH CITRUS PRODUCTS Co., Los Angeles (Anagold citrus cocktail), has appointed McNeill & McCleery Adv., Los Angeles, to handle national advertising. Radio considered.

LES PETERSON has been made Hollywood director of radio for Metro-Goldwyn-Mayer Studios. He was formerly an assistant to **HOWARD STRICKLING**, publicity director.

THE MUSHER Corp., New York, has appointed Tracy, Kent & Co., New York, to handle advertising. Radio will be used in test campaign in Hartford.

NEW YORK STATE savings banks are entering their fifth year of co-operative advertising. During four years savings deposits have increased almost 3 billion dollars and there have been 691,000 new depositors. This year banks have pooled $250,000, with 20% going to radio.

KTHT'S GI HOUSE
Houston Station Will Build Suburban Home

KTHT Houston will build a GI house in a residential suburb, according to President Roy Hofheinz, who has applied for priorities. Plans have been drawn by an architect and construction will begin soon.

Story of the project is being unfolded on a public service program *KTHT Builds a GI House*. Materials will be bought on the open market and precautions will be taken to avoid black market prices. The two-bedroom modern cottage will be built by a contractor on a cost plus 10% basis. All cost accounts will be audited and the house will be sold for actual out-of-pocket cost to the station. Dick Altman, KTHT special events manager, will broadcast several times a day during construction.

Mr. Hofheinz hopes the house can be sold under $7,000. Site was purchased for $800 despite speculative cornering of the market, he said. Project is expected to give the public and veterans a clear picture of the building situation and provide a yardstick on costs.

AAAA-RDG Pact

AMERICAN Assn. of Advertising Agencies and Radio Directors Guild last week began discussions concerning a proposed contract covering program directors and associate directors employed by the agencies. Frederic R. Gamble, AAAA president, and Herald Beckjorden of AAAA headquarters staff met with a committee of the Guild headed by Tony Leader, RDG vice president, to discuss special problems of agency directors. When question of commercial fees is reached representatives of four major networks, with whom guild already has agreements, will join in discussions. Setting of fees was left in abeyance by mutual agreement of the guild and the networks at time of original negotiations.

IRVING SILVERSTEIN, out of Army, has joined FR Corp., New York (Scoop), as assistant advertising manager.

"THE SELLING POWER IN THE BUYING MARKET"

In the Ark-La-Tex area, KWKH —with its 50,000 watts—is the No. 1 Medium, with full coverage and SELLING POWER in this prosperous market.

KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

WDRC

HARTFORD 4 CONNECTICUT

WDRC—FM

Just Off The Press!

8-page Brochure on WDRC's Shoppers Special Show, with copyrighted "Market Basket" feature. Time buyers and radio stations are invited to send for it. Write Wm. F. Malo, WDRC, Hartford 4, Conn.

CBS

LATEST developments in publishing and broadcasting will be incorporated in this $1,250,000 home to be built for the *Shreveport Times* and the 50 kw station KWKH. Third floor of the main building will be occupied by the station and will include a studio seating 225 persons and two smaller studios. John D. Ewing, publisher of the newspaper and president of KWKH, has announced that construction will start as soon as materials and labor are available.

Survey

(*Continued from page 28*)

from the survey which may be used by either side in the clear channel debate and the hearings might well serve to develop an acceptable evaluation of the findings. Presentation of the survey by Census Bureau and Commission witnesses will probably be followed by cross examination to relate findings to one of the main purposes of the hearings: whether clear channel stations are providing a satisfactory service to rural areas.

Secondary Service

But whatever interpretations may be placed on the survey by the parties concerned, the Commission's Economic Division warns that the findings do not reflect comparative popularity of stations. The findings refer to secondary service areas in general and are based on interviews with householders in 85 sample areas chosen to represent a cross section of all secondary areas, plus some marginal primary areas.

Tabulations from the survey showing the projected number of householders reporting specific clear channel stations heard, it was pointed out, mean only that in the sample areas covered a particular Class I-A, I-B or II station is heard by a certain number of listeners. This data may be regarded as significant when compared with the number of householders in the same areas reporting specific regional stations heard, now being compiled.

Where the tabulations show a specific station heard by a large number of householders, it was explained, it indicates that one of the sample areas surveyed included much of the secondary service area of that station. Conversely, where a specific station is heard by a small number of householders it indicates that the sample areas covered very little of the secondary service area of that station.

The sample area technique, the Division said, was adopted to determine whether or not the secondary areas receive service from any stations, rather than to study the secondary service coverage of particular stations. A further purpose of the survey, it added, was to check on the quality of reception in those areas where no primary service is available.

More European Stations Take Fremantle Service

FREMANTLE OVERSEAS RADIO, London and New York station representative, has added 17 stations to its list, in addition to Radio Andorra. New stations are Radio Iberica, Tangiers, North Africa; Radio Mirimar, Barcelona, Spain, and the Ente Italiona per le Andizionil Radiofoniche (Italian Network) which has 15 stations and represented with Dario Soria.

Fremantle Overseas Radio is currently representing in U. S. most European stations operating commercially. Paul Talbot is the New York manager. Firm placed Lutheran Layman's League, St. Louis, sponsor of the *Lutheran Hour* for 52 weeks on Radio Iberica, through Pan American and Gotham Adv. agencies in New York. Seventh Day Adventists are starting *Voice of Prophecy* on Radio Andorra through Pan American soon.

No Show

TEN minutes after WHBF Rock Island, Ill., complied with police request to broadcast description of a missing three-year-old, WHBF News Editor Francis J. Kennedy left the studios and saw the missing youngster strolling into a downtown movie. Showing his press pass to get into the movie, he found the boy preparing to enjoy the picture from a second-row seat. Youthful run-away got a free ride home in a police squad car and everybody was happy except the boy—who didn't get to see the show.

Form Package Firm

VETERANS of AFRS Los Angeles are forming cooperative corporation to produce package shows. Headed by Jim Burton, group includes ex-AFRS writers, directors, producers, music directors.

Whom Does the National Advertiser Believe?

Leading media directors and time buyers —200 of them—were asked:

"Other than Bureau of the Census figures, what sources of market information are most readily accepted by your clients as authoritative?"

The answer was an unmistakable, "*Sales Management.*"

Not only did the *Sales Management* figure top all privately owned publications by a wide margin, but it exceeded the total for all U. S. Government bureaus and departments combined!

That, Mr. Publisher, is ACCEPTANCE.

And what about those agency media men themselves? They know *Sales Management*, they respect *Sales Management.*

They say that it is quoted (in presentations about both national and local markets, either orally or in printed form) more than 4 times as often as any other publication in America!

These revealing answers—and many others —are to be found in a personal-interview study made this last December and January by representatives of the Market Research Company of America in the offices of 200 top agencies in New York, Chicago, Philadelphia, Los Angeles, San Francisco and Boston.

The *SM* men will be pleased to go over it with you.

Do your sales representatives profit from this unrivalled acceptance of *Sales Management?*

They will cash in only if you back them up with a consistent campaign in *Sales Management.*

"IT'S SM 4 TO 1" ***Say the Nation's Leading Media Buyers***

Sales **MANAGEMENT** 386 Fourth Ave., New York 16, N. Y.

333 North Michigan Ave., Chicago 1, Ill. 15 East de la Guerra, Santa Barbara, Calif.

Promotion

BASEBALL - FOOTBALL promotion merchandiser has been perfected by Charles R. Swink, announcer at WGAR Cleveland. With patents applied for, simple cardboard game device allows listeners of a baseball or football broadcast to manipulate cards and tokens on simulated playing field so as to reproduce each play heard. Provision also is made so listener can keep statistics on players or teams. Usable with any baseball or football broadcast, game makes it possible for sponsors to advertise on miniature billboards surrounding playing fields. Game is being offered as merchandising premium or give-a-way to sponsors of sporting events on an exclusive market station coverage basis.

WCOP Campaign

EXTENSIVE promotion and publicity campaign, pre-planned by WCOP Boston for use at moment of announcement by FCC of grant to station of increase in power to 5,000 w, included telegrams to all local and national agencies; a thousand mail pieces to timebuyers and prospects; color ads in trade papers; release of stories by messenger to Boston papers and by mail to 75 suburban papers; broadcast announcements, and promotion in Sales Spotlight, WCOP food and drug merchandising magazine.

Code of Ethics

CANADIAN STATIONS are now displaying in their entrance lobbies an ornately printed abbreviated code of ethics of the Canadian Association of Broadcasters, with each station's call letters hand printed. This display card, measuring 36 inches by 18 inches, is printed in either English or French for use by CAB member stations and station representatives. Cards are part of CAB public relations plan.

Paper Bag Postcard

POSTCARD in the form of a paper bag was sent out last week as a promotion piece on The Borden Co. CBS "County Fair" program by Hal Davis, publicity director of Kenyon & Eckhardt, New York. Old trick of trying to punch his way out of an eight-foot paper bag was attempted by Benny Leonard, ex-lightweight champ of the world, on March 30 "County Fair" show.

Symphony Broadcast Promotion

PERFORMANCE of Verdi's "Messa da Requiem" March 19-20 by Fort Wayne (Ind.) Philharmonic Orchestra and Chorus received extensive promotion by Wolf & Dessaur and WOWO, Fort Wayne station on which the department store sponsored March 20 performance in observance of its fiftieth anniversary. Souvenir program, cover of which contained color reproduction of "Requiem" from Capehart Collection, was prepared for WOWO and Wolf & Dessaur by the Capehart Division of Farnsworth Television and Radio Corp. and was mailed in advance to 25,000 individuals with invitation to listen to broadcast. Program booklet included story behind broadcast. Event was preceded by newspaper and broadcast promotion. WOWO sent 500 releases to druggists; several hundred to factories for bulletin boards; announcements to 100 area newspapers; letter to prominent businessmen inviting them to listen and invitations to representatives and agencies with note calling attention to importance of occasion.

COMMITTEE for The 1946 Spring Fashion Show, to be presented April 1 as a public interest feature by WTAG Worcester, Mass., and the Worcester Merchants Trade Promotion Committee of the Chamber of Commerce, is composed of: (front row, l to r) Irving A. Curtis of Ware Pratt; Brooks Shumaker, general manager of William Filene & Sons and general chairman of the committee; Robert W. Booth, assistant director, WTAG; (back row) Sherwin T. Borden of Sears, Roebuck & Co.; William J. Jamieson of Barnard's; Leon L. Periman of Sherer's; Douglas W. Payne, assistant to the general chairman; Herbert L. Krueger, commercial manager of WTAG. To be presented in Worcester Memorial Auditorium, seating over 4,000, show will be aired by WTAG with more than 80 merchants participating.

Check Copy Promotion Piece

FOLDER bearing issues of "KSTP Radio Reporter" under arm of delivery boy "KSTPete" has been distributed by the Minneapolis station to clients as check copy promotion piece. Eye catching "EXTRA" heads explanation of the KSTP program publicity service which is distributed weekly to 100,000 homes. Back page or inside spread of paper carries ad of Jack Sprat Food Stores.

Business Promotion

WNHC New Haven, Conn., last week launched a "Shop in New Haven" campaign in cooperation with Chamber of Commerce to stimulate local business in 350 New Haven stores. Campaign revolves around slogan contest. Listeners obtain entry blanks at any of 350 stores. WNHC awards $20 daily in prizes, will give a $100 grand prize to writer of best slogan.

Mutual Letter

TO ADVERTISERS and agencies through the nation, B. J. Hauser, Mutual's director of co-operative programs, has sent a promotion letter pointing to usefulness of co-operative shows to advertisers with "specific distribution problems in certain tough markets." Letter was accompanied by list of Mutual station locations and co-operative programs available.

'Wishing Well' Promotion

W. M. WHITNEY Co., Albany, N. Y. (department store), sponsor of the Harry S. Goodman Radio Production show "The Wishing Well" week days on WTRY Troy, N. Y., each week announces winner of "Wishing Well" contest in local newspapers. Pictures of winners also are placed on display in Whitney window. Hevenor Adv. is agency.

Stunt Contest

WHILE Martin Alexander, conductor of early morning show on WHBC Canton, Ohio, was on a business trip to Chicago for a week, station conducted stunt promotion contest on his "mysterious disappearance" from the air. A $25 victory bond was awarded writer of best "Where's Marty" letter giving supposed clues as to his whereabouts.

KMBC Inserts

TRADE paper color insertion of KMBC Kansas City has been distributed by station as promotion piece. Folder highlights "First Quarter Century of American Broadcasting," volume compiled and published by the station. Using reprint-type format, folder cites past achievements of KMBC as foundation "for a greater tomorrow."

Promotion Personnel

HARRY F. O'BRIEN, CBS art director, has been awarded the Art Directors Club medal for promotion piece on CBS mystery program "Inner Sanctum." **IRVING MILLER** of CBS art division receives club award of distinctive merit in recognition of work on WABC advertisement. "The Patient in Ward 3." Presentations will be made April 1 at luncheon at Waldorf-Astoria, New York.

WILLIAM G. THOMPSON, released after three years as a special agent in the counter-intelligence corps in this country and in Europe, has joined the promotion and publicity staff of KGO San Francisco replacing **IMOGENE MARTIN**, resigned.

ED EGEN, head of ABC Hollywood studio audience promotion, has resigned to organize his own radio promotion service.

JAMES O'BRYON, publicity director of Mutual, is accompanying the "Queen for a Day" program to Chicago, Cleveland and Omaha.

BILL WILLIS, after three years in Navy, with two years in Pacific theatre, has returned as publicity director of WRVA Richmond, Va. He was lieutenant.

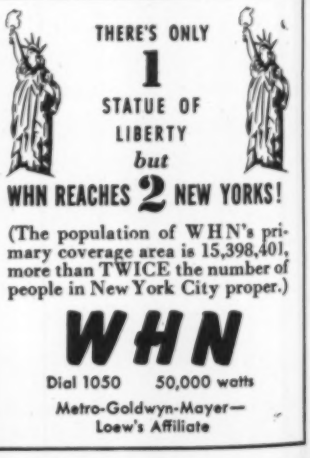
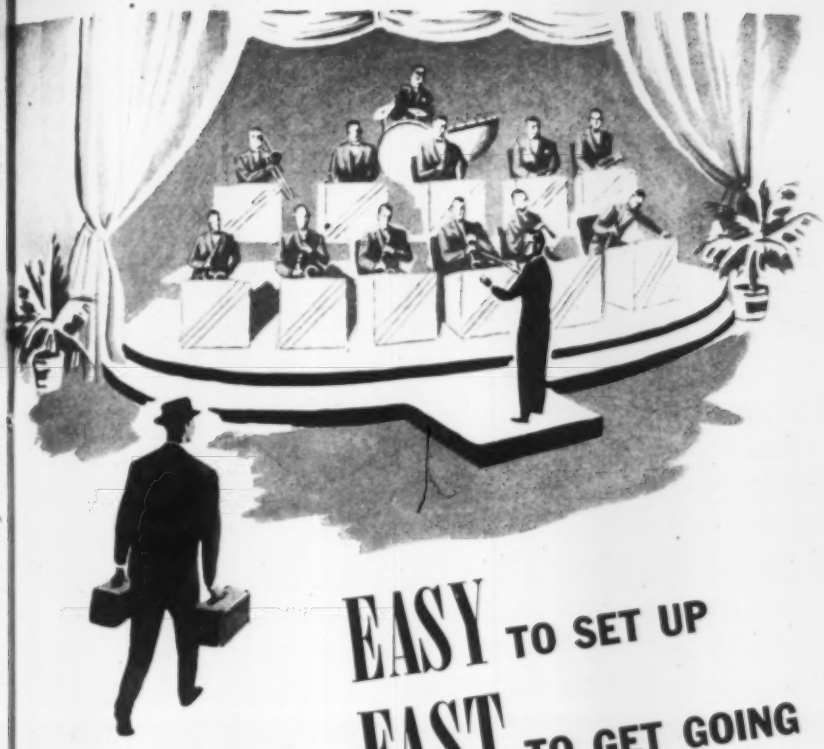
EARL ZEIGLER, NBC Hollywood photographer, has been awarded the Bronze Star medal for his photographic coverage of the Yalta Conference.

DWIGHT HERRICK, manager of the NBC Public Service Dept., April 6 is to be guest speaker at luncheon meeting of Radio Council of New Jersey at Hildebrecht Hotel, Trenton. Speaking on "The Community and the Local Radio Station," he will be introduced by **DEAN ANDREWS**, program director of WTTM Trenton and vice president of the Council which has invited members of women's organizations throughout the state to attend the meeting.

JUDITH WALLER, education director of the NBC Central Division, was principal speaker March 29 at first annual dinner held under auspices of Philadelphia Association for Education by Radio and the public relations committee of the Philadelphia Board of Education at Philadelphia Hotel, Philadelphia. Introduced by **GORDON HAWKINS**, education and program director of Westinghouse Radio Stations, Miss Waller discussed "The Future of Radio in Education." Dinner was in conjunction with thirty-third annual meeting of Schoolmen's Week in Philadelphia.

IRVIN GRAHAM, former promotion manager for Radio Sales, New York, CBS spot broadcasting division, has been appointed program promotion and publicity director of WQAM Miami, Fla.

ERNEST LEE JAHNCKE Jr., of ABC Station Relations Dept., is on a swing of the Midwest contacting affiliated stations.



EASY TO SET UP
FAST TO GET GOING

Raytheon's
REMOTE AMPLIFIERS
1-Channel and 3-Channel

These Remote Amplifiers by Raytheon get a program "on the air" in a hurry. Operators prefer them because they are light weight and easy to carry, easy to set up, simple to operate and ruggedly dependable.

Strikingly beautiful steel cabinets with sloping front panels, finished in durable two tone tan baked enamel. You will be proud to have them represent your station at remote pick-ups. Remember, more people see your remote equipment than your studio—and value your station accordingly.

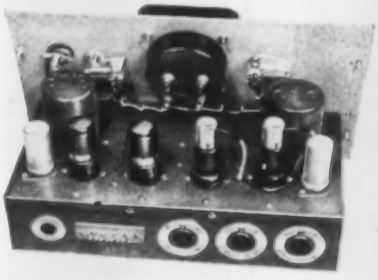
Both models have the same electrical characteristics and *equal or exceed all FCC requirements for FM transmission.* Distortion is less than 1½% from 50 to 200 cycles and less than 1% from 200 to 15,000 cycles. Noise level of 60 DB or better. Frequency response 30 to 15,000 cycles. High overall gain of 86 DB permits use with high fidelity microphones. Finest quality Weston VU Meters with 4-in. illuminated dials are the same as those used in high fidelity studio equipment. This permits the remote operator to properly "ride the gain" at the source and all standard studio meters of network stations will show identical readings. We can deliver immediately. *WRITE TODAY* for information and prices.

Devoted to Research and Manufacture for the Broadcasting Industry

The three channel model is furnished with two matching airplane type luggage carrying cases. Extra compartment in power supply case for microphone, extension cable and other accessories. Total weight, including cases, only 54 lbs.

Handsomely styled and ruggedly built for long hard service. Sloping front panels combine maximum visibility of controls with ease of operation. Strong steel-core handles snap flat when not in use.

The one channel model is entirely self contained with built-in power supply. Furnished either with or without 4" Weston VU Meter. Not supplied with a carrying case. Weighs only 20 lbs.



Entire chassis of both amplifiers and power supply instantly slides out of cabinets by merely turning four air lock screws on front panels. Provides complete accessibility to all components and wiring for emergency servicing. Supplied with either Cannon or Hubbell plugs.

RAYTHEON MANUFACTURING COMPANY

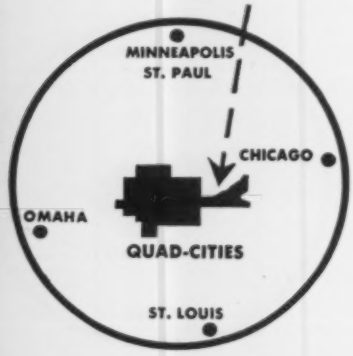
Broadcast Equipment Division

7517 No. Clark Street, Chicago 26, Illinois

RAYTHEON

Excellence in Electronics

DAVENPORT BANK
and
TRUST COMPANY
buys WOC for the
QUAD Cities
(DAVENPORT, ROCK ISLAND
MOLINE, E. MOLINE)



Since 1943, Hooper and Conlan surveys have shown that only WOC delivers the Quad-Cities — the largest metropolitan area between Chicago and Omaha; and between Minneapolis and St. Louis. It's the 40th retail market in the nation, with approximately 218,000 population.

B. J. PALMER, President
BURYL LOTTRIDGE, Manager

BASIC AMERICAN NETWORK
5000 WATTS—1420 Kc.
FREE & PETERS, INC., National Representatives

TECHNICAL

ALFRED J. POTE, technical director of WMEX Boston on leave, is now at Cruft Laboratory, Harvard U., engaged in special work on ionosphere and propagation research. He has accepted a research fellowship at Cruft to work under contract with the Naval Office of Research and Investigation. Technical director of WMEX since 1934, Mr. Pote in 1942 joined the loran group at M.I.T. Radiation Laboratory in charge of transmitter development.

WARREN GRAY, technician of Don Lee Broadcasting System at KHJ Los Angeles, is the father of a girl, Gail Kathleen.

DR. PETER C. GOLDMARK, CBS director of engineering research and development, will discuss "CBS Color and Television" when guest speaker at meeting of Los Angeles Chapter, Institute of Radio Engineers, to be held in network's Hollywood studios April 9. All technical societies in Los Angeles area have been invited to attend meeting.

RAYTHEON MANUFACTURING Co., New York, now is producing its new AM/FM speech input console and volume limiter displayed at last IRE meeting. Firm's Belmont Radio Corp. Division, Chicago plant, is preparing to produce new table model television set to retail at approximately $150. Set uses 7-inch viewing tube, contains two tuning bands to cover full television range presently assigned. Delivery of video sets is expected to begin in July.

SYLVANIA ELECTRIC PRODUCTS Radio Tube Division, New York, has announced new sharp cut-off R-F pentode amplifier designed especially for 3.3 volt and AC/DC series service in video and AM/FM receivers. Higher gains may be obtained at television and FM frequencies than with other tube types, company reported.

JOHN BATTISON, who has joined engineering department of KMBC Kansas City, and coming to U. S. from England and Canada following service in RAF since 1937, is at CBS New York for three months indoctrination into American system of broadcasting. Son-in-law of **ARTHUR B. CHURCH,** KMBC president, he will observe particularly CBS high frequency color television methods.

J. ERNEST SMITH has been appointed head of the Microwave Engineering Dept. of Raytheon Manufacturing Co., New York. Author and holder of patents on modulation systems, relay control systems, FM systems etc., Mr. Smith for 12 years has been with RCA, most recently as research division head of RCA Laboratories.

MORTON E. GREEN, former engineer at WAIM Anderson, S. C., has resumed duties at station, relieving **RANDY DAVIDSON,** who now devotes fulltime to position as program director.

W. F. McCORD, returned from CBC Overseas Unit service in Holland and Germany, has rejoined the engineering section of CBO Ottawa, Ont.

T. H. (Ted) BINDER, released from the Army, has rejoined the engineering staff of KROW Oakland, Calif.

Auto Radio Prices Up

OPA has raised the ceiling prices of radios manufactured for four automobile companies—Nash Hudson, Chrysler and Studebaker. If sets are unchanged from '42, cost increases are absorbed by manufacturers, distributors and dealers. Price increases in changed sets are passed on to the consumer with markup only on changes. Markup is from $1.80 to $6.14 on some sets. New prices do not include tax, antenna or installation unless otherwise noted.

Salutes War Committee

APRIL 11 luncheon meeting of Radio Executives Club of New York will honor United Theatrical War Activities Committee, which having fulfilled its wartime service, will disband officially in a ceremony at the luncheon.

Federal Tel. & Radio Forms New Subsidiary

FORMATION of a Canadian subsidiary of Federal Telephone & Radio Corp., which itself is a domestic manufacturing affiliate of IT&T, to produce radio, telephone and other electrical equipment in Canada was announced last week by Col. Sosthenes Behn, president of IT&T.

The new company, Federal Electric Manufacturing Co. Ltd., will produce equipment for sales within the Dominion. With headquarters at Montreal, the company will employ Canadian personnel. Initially, a few American key personnel will aid in getting production underway.

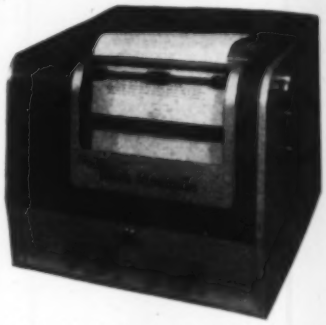
Officers of the new company are Col. Behn, president; Henry C. Roemer, vice president of IT&T and FTR; Harold H. Buttner, vice president of IT&T and president of Federal Telecommunication Labs Inc., E. N. Wendell, T. M. Douglas and R. E. Smith, all vice presidents of FTR, vice presidents; W. B. Levet, assistant secretary of FTR, secretary, and R. H. Workman, comptroller of FTR, comptroller.

FCC Brings Its Rules Into Line With NARBA

BRINGING its rules into conformity with the North American Regional Broadcasting Agreement (NARBA), FCC announced that a Commission Board had amended Section 3.25(c) regarding frequencies which may be assigned to certain Class II stations beyond the 650-mile limit from Canada.

Adopted March 13, the amended section is as follows, with the amended portion in italics: "(c) For Class II stations which will not deliver over 5 microvolts per meter ground wave or 25 microvolts per meter 10 per cent time sky wave at any point on said border, and provided that such stations *operating nighttime (i.e., sunset to sunrise at the location of the Class II station)* are located not less than 650 miles from the nearest Canadian border, 690, 740, 860, 990, 1010, and 1580 kc."

FINCH OFFERS NEW FACSIMILE MODELS



New facsimile unit of Finch Telecommunications Inc.

TWO NEW types of "duplex" facsimile units designed for point-to-point, mobile and other commercial communication services were announced last week by Capt. W. G. H. Finch, USNR, president of Finch Telecommunications Inc., Passaic, N. J.

One, FRS 141-A, is a high-speed duplex unit which sends and receives messages by radio at a speed of 30,000 words or 2,760 square inches of picture copy per hour. The other, FRS 140-A, transmits and receives 9,600 words or 918 square inches of picture copy per hour. The latter, it was pointed out, is ready to operate on any communication channel which will handle a subcarrier frequency of 1.3 kc (300-2300 cycles per second).

Capable of handling written material, pictures, sketches, maps, drawings and printed matter, it was explained, the machines are identical in size and appearance, measuring approximately 16x16x12 inches and weighing about 75 pounds. They are designed for 110 volt 60 cycle AC single phase; 200 volt 60 cycle AC single phase; 110-220 volt DC or battery power as required for any particular installation. They were styled by Walter Dorwin Teague.

In a leaflet giving technical data and detailed information on the units, the firm pointed out that "for the general public, deliveries are expected by early fall of 1946."

5000 WATTS

WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE

NBC IN RICHMOND, VA.

Caldwell

(*Continued from page 25*)

This parallels a legal requirement to which the press is subject. It should be clear that the FCC has no power to go further and, under the guise of applying "public interest, convenience or necessity," attempt to prescribe either the amount or character of broadcast advertising. This should be doubly clear in view of the fact that Congress has expressly stated that broadcasting is not subject to the FCC's regulatory powers over common carriers. I do not say that Congress may not place reasonable restrictions on broadcast advertising, just as it already has through the Federal Trade Commission, but simply that it has given the FCC no such power.

Discussion of the FCC's action on the third of the three levels I enumerated above must, in the interest of brevity, be passed over with general comment. Volumes could be written on the injustice, unreasonableness and unworkableness of this particular invasion into the field of program regulation, the vagueness and uncertainty of the rules it prescribes, and the wide door it opens to arbitrary and capricious administration.

Foreign Field

The report represents a philosophy of government by "expert" minorities: a Washington bureau with no experience or expertness in broadcast programming is better able than the public itself, or than those whose business it is to meet the needs and desires of the public, to determine what the public should have. The approach is devious.

There is a sizable minority among the listening audience that is dissatisfied with advertisng excesses, but otherwise has no complaint. The FCC has seized on this one aspect of broadcasting, wherein it has a measure of public sympathy and support, as a vehicle for importing the transient views of its present members and staff on what the public should be made to hear in the way of sustaining programs, local self expression, and discussions of public issues. If the hours from 6 p. m. to 11 p. m. were crammed with what the FCC seems to want, the public would be the first to rebel. Who is Commissioner John Doe that he should tell me that I must hear classical music, or discussions on dry subjects by uninteresting or uninformed persons, or a local high school orchestra instead of a good network program? I should enjoy having him explain to me why it is better for me to hear Johann Bach than Irving Berlin, or why either is better on a sustaining basis than if sponsored. The truth is that inherently the report quarrels with itself. At one moment, as in the case of clear channel service, the test seems to be what the listening public votes for on a survey conducted by the Bureau of Agricultural Economics. The next moment, this seems to be an outrageously erroneous test, particularly if the surveys are conducted by some non-governmental agency and have to do with a form of drama already damned by being called soap operas.

Adam Signs MBS

ADAM HAT STORES, New York, on April 12 starts remote broadcasts of Hollywood American Legion Stadium fights on MBS stations, Fri. 1 a. m. (EST) to conclusion. La Roche & Ellis New York has account.

Authority Questionable

The authors of the report argue for its validity by saying, in effect that, no matter what the law says, the FCC has been exercising this form of censorship for many years and therefore the law doesn't mean what it says. The fact is that the FCC and its predecessors have strenuously resisted any effort to get a Supreme Court ruling on the issue. *The Supreme Court has not yet upheld the power claimed by the Commission.* Until it does so, there is hope.

For a document by a responsible federal administrative agency, the report is an amazing exhibition of a one-sided brief, gathering together all trivia which seem to support a preconceived view and ignoring the many telling facts and arguments which prove the opposite. Herbert Hoover's views in 1922 on broadcast advertising are quoted, but Herbert Hoover's views in 1925 against any censorship of broadcast programs are not mentioned. There is not a word about the most significant passages in the *Congressional Record* showing the real intent of Congress when it enacted the law. While lip-service is paid to the accomplishments of the broadcasting industry, the great bulk of the Report is devoted to the industry's alleged misdeeds.

The Report is the product of an agency which has already gone far to emasculate broadcasting of any capacity for reform and for fearless exposure of governmental inefficiency and corruption; which minimizes the importance of the First Amendment as against so-called censorship by licensees; which seems to derive its ideas of programming more from the noisy claims of pressure groups than from the listening public; which seems to regard advertising as little more than a necessary evil and a sponsored program as not susceptible of also being a public service program; which overlooks the fact that, really to reach the public in furtherance of the war effort, the Government found it necessary to make use of the popular commercial programs; and which sees no difference between straight commercial spot announcements and announcements coupled with a service such as weather reports, time signals, and pleas in behalf of the Red Cross and War Bond Drives. None of the regulations requires broadcasters to devote a "reasonable" amount of time to the types of programs which *all* surveys show to be preferred by the overwhelming majority.

The tragedy is that there is doubt whether an effective and timely remedy is available in the courts. At the outset, I described the FCC's substantive pronouncements as "regulations." Its legal staff will disagree vigorously, and will say that they are merely statements of policy with no more legal standing than a press release. Every effort will be made—indeed, has already been made—to keep these regulations from judicial scrutiny unless and until some broadcast licensee is subjected to martyrdom by undergoing a refusal to renew his license and then appealing to the courts. If this is successful the FCC may be able to accomplish its objective—and make the whole industry bow to its will—without ever submitting to judicial review.

Impartial Tribunal

Studies are now in progress to determine whether it is true that such a far-reaching exercise of power can be put into effect without some fair means of testing its legality in advance. I hope and believe that a satisfactory means is available but, since that involves a highly legal subject, will not attempt to discuss the various alternatives. In a matter so important as this, the FCC should be the first to suggest cooperation in placing the issue before an impartial tribunal.

If no satisfactory means proves available, the only solution is legislation. A most salutary feature of legislative proposals by the industry in recent years was a provision for declaratory rulings and judgments by which the rights and obligations of the person regulated can be determined before execution takes place. Such a provision is needed wherever the license system is used as a weapon to regulate. It is desperately needed when the stake is freedom from censorship for an agency of mass communication such as broadcasting.

"in Louisville IT'S WINN OR YOU LOSE"

BASIC STATION
AMERICAN
BROADCASTING COMPANY
HARRY McTIGUE
General Manager

NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . .

WBNX reaches

2,450,000 Jewish speaking persons

1,523,000 Italian speaking persons

1,235,000 German speaking persons

660,000 Polish speaking persons

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

Hon. T. C. Fisher
Ruthrauff & Ryan
New York City
Dear Ted:
A few months ago the Government closed the chemical division of the local synthetic (I had to use the dictionary on that one) rubber plant. The folks who had been working at this plant just naturally were absorbed in our other plants in Kanawha Valley. Now the Government comes along and tells the boys to open up again, they need more rubber than ever before. Well, Sir, That means hiring another 500 or so workers and of course that's more business all the way around. . . . and you know the way I look at it . . . that's just 500 more families that'll be listenin' to WCHS.

Yrs.
Algy

WCHS

Charleston, W. Va.

OPINIONS of important personages in the world of sports, science, public affairs and journalism make up "In My Opinion," starting tonight (April 1) on CBS as a daily 11:15-11:30 p.m. program. Each Monday and Thursday program presents written opinions of noted columnists and correspondents on world problems. Tuesday series offers "Frontiers of Science" with CBS Science Director John Pfeiffer. Reports from CBS newsmen in pickups from three domestic remote points are featured in "Word From the Country" on Wednesdays, while "Report From Washington," formerly broadcast Sundays, will be the Friday presentation of "In My Opinion." "Sports Arena," with guest sports writers and athletes, will be heard on Saturdays and "A Report From the UNO" with Charles Collingwood, chief CBS newsman at the United National Security Council meetings, is offered on Sundays. Program is directed and produced by Gene Rider, recently assigned to CBS New York.

WBIG College Programs

FOUR colleges are presenting regular weekly programs on WBIG Greensboro, N. C. Women's College of the University of North Carolina and Greensboro College devote their periods to dramas, poetry readings, forums, speeches and cover such subjects as history, geology, science, psychology, home economics and current events. The Agricultural and Technical College for Negroes has been granted WBIG facilities for past eight years to present choral groups and presentations by various school departments. Bennett College for Negro Girls has been on WBIG for six years, currently is presenting a home-making feature. Students participate on all programs. Review of the schedule has been carried by the Greensboro Democrat.

Starliner Origination

ENTIRE cast of "Chesterfield Supper Club" will broadcast from a TWA Constellation Starliner on April 5, 7-7:30 p.m. on NBC, while flying 20,000 feet above New York City (BROADCASTING, March 25). Cast includes Perry Como, who will leave following morning for Hollywood, Jo Stafford, Martin Block, the Satisfiers and Lloyd Shaffer. Also included in unique plane origination broadcast will be 25-piece orchestra, Producer Eldridge Packham and studio engineers. Show is sponsored by Liggett & Myers Tobacco Co., New York (Chesterfields), through Newell-Emmett Co., New York.

PROGRAMS

WOR Teletests

WOR New York in cooperation with WRGB Schenectady on April 5 starts a series of television programs Fri. 7:30-8 p.m. Supervised by Norman S. Livingston, WOR program director, series will test new shows, adapt WOR radio programs to television and experiment with production techniques. Schenectady series, each staged by a production unit composed of a WOR director, assistant director and engineer, will serve as teletests for WOR television programs to be included in regular program schedule of WOR's Washington television station.

New Women's Programs

TWO WOMEN'S programs have been started by CBR Vancouver, B. C., for western stations of the CBC Trans-Canada network. Monday series, "Mirrors for Women," includes talks on such odd professions as a botanist in the Arctic, a ship's pilot and a woman lighthouse-keeper. Wednesday afternoon series, "Community Life in British Columbia," relates various activities of communal life in different portions of the province.

Richest 'Queen' Shower

MUTUAL'S "Queen for a Day," now touring midwest cities, will be broadcast from the busy intersection of State and Madison Streets, Chicago, April 2, 2:30-3 p.m. EST, and Mutual expects audience to number more than 100,000. Woman to be crowned queen will receive one of the richest showers of gifts in program's lavish history, including a new automobile, furs, jewelry, a wardrobe supplied by State St. stores and a trip to a dude ranch in Tucson by private Santa Fe Railroad car.

KXOA Church Program

CHURCH program not intended for church goers has been developed by KXOA Sacramento, Calif., in conjunction with Sacramento Council of Churches. Heard Saturday evenings, program dramatizes subjects from everyday life except religion. Purpose is to interest non-church goers in solution of common problems through sensible thought. Only "commercial" is end-of-program suggestion to go to church "somewhere tomorrow and send the youngsters to Sunday School."

Candidates on KTUL

RIVAL nominees for Mayor of Tulsa, Okla., appeared on March forum of KTUL Tulsa "Town Meeting of the Air" program, presented each fourth Thursday by League of Women Voters. Candidates were given first quarter-hour of half-hour program to present their qualifications and views with remainder of broadcast and post-broadcast period devoted to questions from studio audience.

Convocation Coverage

CONFERRING of honorary degrees upon General of the Army Dwight D. Eisenhower and Admiral of the Fleet Chester W. Nimitz on March 28 by University of Richmond was covered by ABC 12:30-1 p.m. and locally by WRVA Richmond, network and station reported last week. Admiral Nimitz following day from Washington was to speak on MBS 7:15-7:30 p.m. in connection with separation of two-millionth sailor from the service and returned to civilian life.

Nightclub Format

VARIETY show starring Gordon McRae, baritone, begins over CBS today, April 1, with Ray Bolger, dancer and comedian, as guest. Aired Monday through Friday 6:30-6:45 p.m., show is called "Skyline Roof" and will feature a nightclub atmosphere.

New WLAW Feature

NEW WEEKLY series, "Pickahit," was introduced on WLAW Lawrence, Mass., March 24 by James T. Mahoney, station program director, who has copyrighted feature. Heard Sun. 5 p.m., show gives audience opportunity to judge future popularity of latest recordings broadcast. Results are determined following Tuesday when "New England's Tops of the Week" show presents what it considers most popular tunes of the week, with cash prizes and recordings awarded to winners.

KFI Service Drama

WITH players drawn from ranks of ex-service men and women, KFI Los Angeles has started a bi-weekly 30-minute program, "G.I. Theatre," under supervision of Don McNamara, program director. Charlie Chaplin, radio director of Hillman-Shane-Breyer, Los Angeles, is handling production. Contributing scripts are True Boardman, Irving Reis, Milton Geiger, Randy MacDougall and others. Ex-G.I.'s are required to present proof of honorable discharge, with auditions held every other Thursday. Series is directed to those seeking their way back into radio.

Televise 'Canteen'

WEEKLY VIDEO program, "Teen Canteen," based on original program heard last year on WINS New York, will be telecast starting April 15 for four weeks on WRGB Schenectady by ABC. Fred Stengel, former newspaper and trade paper reporter and currently a press agent in New York, has produced and packaged the show from the radio version written by Kathleen Norris.

WMBG Election Service

WITH forthcoming election to fill 41 seats of Richmond (Va.) City Common Council and the Board of Aldermen, WMBG Richmond has been broadcasting series of public service programs presenting the candidates for these offices. Station further plans coverage of April 2 election returns with all candidates invited to be in studios to hear results first-hand.

Summer Format

SUMMER format of "Ford Sunday Evening Hour," Sun. 8-9 p.m., on ABC, starting June 30 will include Alfred Drake, baritone, as m.c. and Leigh Harline, RKO musical director, who will conduct Ford Orchestra and Chorus with popular musical guest stars scheduled to appear each week. Show is sponsored by Ford Motor Co. through Kenyon & Eckhardt, New York.

Bowling Feature

AUDIENCE participation show combining contestants' knowledge of sports with their bowling skill, "Right Down Your Alley," started March 31 on WJZ New York. Sustainer, heard Sun. 4:30-5 p.m., originates from Roxy Bowling Center, New York, where contestants answering questions correctly are permitted to bowl for their prizes.

Memorial Program

COLUMBIA WORKSHOP, New York, April 6 will pay tribute to the late President Roosevelt when it presents "The Last Speech", CBS 2:30-3 p.m., a dramatization of the Jefferson Day speech prepared by the late President, which he was to have given had he lived. Appeals for the Roosevelt Memorial Bond Drive to start April 12 also will be made on program.

Board of Trade Show

NEW PROGRAM, sponsored by the Silver Spring (Md.) Board of Trade, has started on WOL Washington, Thurs. 10-10:30 p.m. Featuring music by Organist Jim Smiley and songs by Jobey Reynolds, with Frank Blair and Larry Geraghty as narrators, show is designed to acquaint residents of the District of Columbia with Montgomery County, Md., potentialities.

WPAT Veterans Counsel

HELPING former GI's solve their problems is purpose of new weekly program which started March 28 on WPAT Paterson, N. J., titled "Counsel for the Veteran." Dedicated to facing every issue brought before it, program board membership is made up of an eminent psychologist, social service counselor and a director of a community veterans service center.

Owen Roberts Series

OWEN J. ROBERTS, former associate

★ HEART OF EASTERN NORTH CAROLINA
BRIGHT LEAF TOBACCO BELT

this WASHINGTON ★ *IS IN* NORTH CAROLINA

In Case you didn't know!

This Washington, in the heart of Eastern North Carolina, is the home town of WRRF! Also perhaps you didn't know that Eastern North Carolina Bright Leaf Tobacco farmers sold their 1945 crop for over $175,000,000.00.

We want you to know . . . that WRRF serves this market completely . . . a market of over 600,000 population . . . with 6,188 retail stores that do over $100,000,000.00 annual sales volume.

You should know . . . that 67,144 radio homes depend primarily on WRRF for their favorite national and local programs.

Then you will know that WRRF is the only "buy" to cover Eastern North Carolina . . . WRRF will sell your product in one of America's richest agricultural belts . . . So remember WRRF . . . **This** Washington in North Carolina—and this "as good as gold" . . . market.

WRRF
930 Kc. 1000 WATTS

TAR HEEL BROADCASTING SYSTEM, INC.
"WE RADIATE REAL FRIENDSHIP"
AFFILIATED WITH THE AMERICAN BROADCASTING COMPANY
PORJOE & COMPANY • National Representative
NEW YORK CHICAGO PHILADELPHIA

WASHINGTON
NORTH CAROLINA
"HOME OF WRRF"

Supreme Court Justice named recipient of the 1945 Philadelphia Award of Edward W. Bok at the Academy of Music March 20, has been appointed chairman of the Board of Advisers and moderator of new public affairs forum to be broadcast regularly by WFIL Philadelphia after mid-April. Mr. Roberts is now chairman of the Philadelphia United Nations Council.

Veterans Service

NEW WIOD Miami, Fla., program, "For the Veterans," is heard Fri. 1:30-1:45 p.m. with Barney Kent representing Harvey Seeds Post of American Legion, Veterans of Foreign Wars and Military Order of the Purple Heart as m.c. New five-minute show, "Help Wanted," Mon.-Sat. 7:20 a.m. over WIOD, lists jobs available through Miami office of USES.

Information for Veterans

PUBLIC service series added to schedule of WCOP Boston is "The Veteran and the Job," Sun. 4-4:30 p.m. under sponsorship of John Donnelly & Sons. Job information, instruction on how to prepare for a position and how to apply for it, requirements of various fields and survey of wage scales and opportunities are presented.

Public Health Service

USE OF TELEVISION as means of public health education will bring American Medical Assn. physicians before WBKB Chicago cameras April 2 for start of series of video programs designed to take listeners behind scenes of modern medicine.

Fishermen Service

A DAILY "Maritime Fisherman's Broadcast" is being aired from CBH Halifax, N. S., giving time, weather forecasts, market data and other facts of interest to the commercial fisherman. Program is produced by Ron Fraser, CBS Maritimes farm commentator.

Now on Network

EARLY morning comedy show of WWL New Orleans, "Dawnbusters," April 2 becomes CBS feature in Tues. 7:15-7:30 a.m. period. Station on April 1 started new program, "Unusual and True," recounting curious items from the news.

For Feminine Listeners

DIRECTED to feminine listeners, daily "Ladies Day" series started March 25 on KFI Los Angeles. Varying from quarter-hour format to half-hour period two days per week, program features organ and piano music with cross-chatter by Bill Stulla and Bob Mitchell.

College Salute

SALUTE to a different college or university in Iowa is made on WMT Cedar Rapids every Saturday afternoon on half-hour "Campus Parade." Presenting music for dancing, program reviews school history, discusses popular campus fads and activities and interviews two students.

Double Services

WDLP Panama City, Fla., April 21 will broadcast two sunrise Easter services, one via 70 miles of special telephone line from Florida State Caverns Park, the other the usual annual service originating in Panama City.

NBC Series on 'Home'

FIFTEEN-WEEK dramatic series, "Home Around the World," to show how families live in foreign nations, will replace current NBC University of the Air program, "Home Is What You Make it," beginning June 29. Show will be heard Sat. 9-9:30 a.m.

Movie Air Column

SERIES of open end transcriptions is being prepared by World Broadcasting System, titled "Motion Picture Magazine of the Air" with material supplied by Fawcett Publications, New York. Format includes two Hollywood stars, name band and m.c.

Governor on WTIC

GOV. RAYMOND E. BALDWIN of Connecticut is presenting a series of five weekly programs on WTIC Hartford. April 1 talk concerns Cancer Fund Drive.

WEAF Farm Reports

WEAF New York today (April 1) begins a new series, "The Farmers' Bulletin Board," as contribution to help increase food production. Programs will be heard Monday through Friday, 12:45-1 p.m., featuring market reports and news of service to farmers.

AWARDS for outstanding work in respective fields towards a better understanding of basic human needs were conferred in New York at the three-day annual meeting of the Assn. of Women's Directors of the NAB. At presentation (l to r): Alma Ketchell, WJZ New York and president of the AWD, who made the formal awards; Mrs. Anne O'Hara McCormick, *New York Times* for newspapers; Miss Helen Hayes, for the theatre; Mrs. Bruce Gould, *Ladies Home Journal* for magazines. Not in picture and recipient of a like award was Miss Madeleine Carroll, for the motion picture field.

AFRA Veterans Meet With Union and RDG

ABOUT 150 AFRA war veterans met with executives of their union and with three representatives of Radio Directors Guild March 20 in an attempt to solve the difficulties confronting radio actors returning from service. Veterans have received special cards from both AFRA and RDG but have discovered that similar cards were also distributed by the Veterans Administration, to beginners. As a result, experienced ex-GI talent are getting the same treatment from networks and agencies that is usually accorded beginners.

At the meeting a committee composed of veterans, AFRA and RDG representatives, was appointed to clarify the situation. The committee expects also to do something about the Signal Corps picture of the NBC veterans auditions which has been widely circulated throughout army camps. Film, they said, tends to paint a pretty picture of jobs available in the industry when in reality there is an overflow of talent for each available job. Committee will meet early this week.

Miss Cuthbert Named

MARGARET CUTHBERT, NBC director of women's and children's programs, has been appointed by President Harry S. Truman to serve as vice chairman of the public information committee of the President's High Safety Conference. William J. Scripps, general manager, WWJ Detroit is chairman of the committee, first meeting of which was held last week.

WQAM Community Service

NEW community service program, "Community Problems," started on WQAM Miami, Fla., March 26. Distinguished Miamians participate in show, answer questions furnished by listeners related to current civic and international affairs. Series is aired weekly.

Stock Show Coverage

WCBI Columbus, Miss., for third year, presented broadcast coverage of ninth annual Northeast Mississippi Livestock Show from West Point, Miss.

High School News

NEW SERIES, "High School Reporter," featuring reporters from Franklin, Oil City and Titusville, Pa., high schools, is aired Fri. 7:45-8 p.m. by WKRZ Oil City, Pa.

KLAC Light Classics

ALEX, Manuel and Sara Compinsky, string trio formerly on CBS, will be featured on weekly 50-minute musical program comprising light classics on KLAC Los Angeles. Series starts April 17.

WWSW

PITTSBURGH'S FIRST station in public service features.

★

PITTSBURGH'S FIRST station in complete sports coverage.

★

PITTSBURGH'S FIRST station in total sponsored time.

★

PITTSBURGH'S ONLY station offering 24-hour service.

WWSW, INC.
PITTSBURGH, PA.
Represented by
Forjoe and Company

SRO in studio B

Affable Jimmy Dooley packs 'em in daily for the popular "1480 Club." Canton students jam WHBC for a full hour of fun with high-school news, interviews, and jive music.

Here's another example of WHBC's friendly power in Canton . . . another reason why *most* of Stark County's valuable market keeps 1480 on the dial.*

* A recent Conlan Survey . . . sent you on request.

1000 WATTS FULL TIME

CANTON • OHIO

whbc

THE LARGEST SINGLE STATION MARKET IN THE 48 STATES!

BASIC MUTUAL NETWORK

Represented by BURN-SMITH Co.

OCCIDENTAL FLAVOR to oriental radio is added by American radiomen now serving with AFRS. Here, over the facilities of JOAK Tokyo, a nightly sports broadcast is presented by (l to r): Sgt. Roger Van Roth, formerly of NBC Washington and New York; Phil Gross, from KLO Ogden, Utah; and Sgt. Sam Rissen, AFRS librarian.

'Beulah' Replacement

LEWIS HOWE Co., St. Louis (Tums), March 31 started *Calamity Jane*, starring Agnes Moorehead, on CBS, Sundays 8-8:30 p. m. replacing *Beulah*, originally at that time and discontinued because of the death of Marlin Hurt who played the main role. Agency is Roche, Williams & Cleary Inc., Chicago.

LONDON LETTER—By William Pingrey

Four Government Ministers To Control Britain's Radio

AT LEAST four government ministers are responsible for BBC broadcasting, with closing up March 31 of the wartime Ministry of Information, it was disclosed in House of Commons debate.

Prime Minister Attlee said the Postmaster-General is responsible for the "broadcasting vote," or policy, with the Assistant Postmaster-General answering parliamentary questions on broadcasting. Major policy questions will be decided by the Prime Minister.

Propaganda and related matters will be decided by the Foreign Secretary, not the BBC. The Lord President of the Council, acting on behalf of the Cabinet, will integrate information policy.

Commenting on this setup, the *London Times* said: "What must cause concern is the remarkable diffusion of responsibility which is apparently to prevail with regard to broadcasting and to publicity abroad. Nothing has apparently been settled yet in detail about the precise links between, say, the BBC and the Foreign Office, or, more broadly, between the departments, the Central Office of Information, and the Lord President."

* * *

Expenses Rising

BBC expenditures are increasing steadily, it was disclosed in debate in the House of Commons and in a government white paper. Exchequer payments to the BBC from Jan. 1, 1937, to March 31, 1945, exceeded the net license revenue by 14,100,000 pounds ($56,400,000), the Assistant Postmaster-General told Commons. Most of the increased cost was due to an expansion of the BBC overseas during the war.

In the 15-month period ended March 31, 1940, expenditures were 4,460,880 pounds ($17,843,520); for 12-month period ended March 31, 1944, they were 8,315,502 pounds ($33,262,008).

Breakdown of BBC costs for the year ended March, 1944, shows the following (in dollars):

Artists, Speakers	$5,709,132
Permanent Orchestras	929,368
Performing Rights	1,567,676
News Royalties	215,340
Publicity and Intelligence	287,552
Salaries and Wages	6,364,992
Sundry Expenses	670,112
Engineering	9,884,998
Premises	2,469,064
Regional Establishments	2,956,544
Management, Staff	1,766,396
Governors' Fees	36,000

* * *

Amateur radio transmitters are now permitted use of bands 1.8-2 mc with power not exceeding 10 w; 28-30 mc, not over 100 w; 58.5-60 mc, not over 25 w.

* * *

Just when the public was beginning to see postwar radio advertisements and displays a strike occurred at the A. C. Cossor Ltd. plant. Spread to other plants was feared.

New radios are priced between $45 and $80 with a purchase tax of about 20% included. Most resemble the midget design so popular in America before the war.

* * *

Manufacturers expect to have the first new television sets in the shops by June 1 and within a year expect to sell 120,000. This is 20,000 more than the production goal of the Radio Industry Council of Britain. Prices will range from $160 to $220 and will have larger screens, in some sets 2½ feet by 2 feet as compared with the prewar average of 10x12 inches. Among developments is a screen detachable from sets to be fitted over a fireplace or on a wall.

* * *

Three new radio uses are proposed: Use of walkie-talkies by police to control spectators at public events and traffic on crowded highways, and reporting weather conditions from 11 to 100 miles above the earth by rocket radio with automatic parachute.

* * *

BBC and makers of radio and television sets are experimenting with FM transmission, which is said to eliminate black spots on video screen caused by electrical interference. Since existing sets are AM, changeover would likely be gradual. Both AM and FM service may be necessary for some years.

* * *

Commenting on BBC's unpopular increase of radio license fees from $2 to $4, the *Daily Telegraph* said in an editorial: "It is the natural and eternal habit of monopolies to raise prices, and it is one that the country should be constantly seeking to curb."

ASCAP 1945 INCOME TOTALS $8,881,000

AMERICAN Society of Composers, Authors & Publishers derived an income of $8,881,000 during 1945 from 29,489 licensees, including theatres, night clubs and hotels as well as radio stations, Irving Caesar, treasurer of the society, reported Tuesday at the annual ASCAP membership meeting in New York. With operations expenses deducted, the net income for the year was $7,244,000.

Deems Taylor, ASCAP president, reported that a new formula had been adopted by the writers classification committee through which all members except Class 4 and the permanent classes will receive payment on a percentage basis. Mr. Taylor also announced the results of the annual election of board members. Oscar Hammerstein 2d, Fred Ahlert, A. Walter Kramer and Richard Rodgers were reelected for the writers, with Paul Cunningham elected to succeed Irving Caesar. For publishers, Herman Starr, Louis Bernstein, Saul Bornstein, Max Dreyfus, Lester Santly and Gustave Schrimer were reelected.

At the annual dinner, guests included Frank Stanton, CBS president; Frank K. White, CBS vice president and treasurer; Robert D. Swezey, MBS vice president and general manager; Phillips Carlin, MBS vice president in charge of programs.

...this little station gives your message

IN THIS IMPORTANT BUYING LAKE AREA!

To more than 500,000 listeners in Northeastern Wisconsin and Upper Michigan, WMAM is the only station clearly audible at all times — a singular situation for which we thank ground mineralization. Located at 570 on the dial, WMAM delivers virtually 5000 watt coverage at 250 watt rates! A complete report with Hooper Surveys will give you further information on the "little station with the big wallop." Send for it and complete information.

WMAM Marinette, Wis.

BRANCH STUDIOS: *Iron Mt., Mich.* • *Sturgeon Bay, Wis.*

JOSEPH MACKIN: *General Manager*

National Representatives: Howard A. Wilson Co. Chicago • New York • San Francisco • Hollywood

"GATEWAY TO THE RICH TENNESSEE VALLEY"

50,000 WATTS

CBS

WLAC NASHVILLE

REPRESENTED BY PAUL H. RAYMER CO.

UNO OPENING DAY TELEVISED BY NBC

OPENING session of the United Nations Security Council last Monday was televised by combined facilities of NBC television and RCA Victor to overflow audiences at Hunter College, site of the council meeting, and to studios in Radio City.

Wired television from a booth in the council chamber carried proceedings to 12 RCA Victor telesets in Hunter College viewing rooms for those not accommodated in the press box. A radio-relay transmitter sent signals from Hunter College to Radio City where six receivers were in operation.

Clarity of the telecasts was lauded by observers, although one minor production flaw was noted—the repeated absence of coordination between camera and commentator. Observers pointed out that the camera often focused on subjects different from those being described by Ben Grauer, NBC announcer.

Use of RCA's image orthicon camera tube made possible clear pictures in an ordinarily-lighted council chamber. Images received on the screens were distinct. During Mr. Grauer's descriptive commentary, the camera swung from one delegate to another, showing in detail the expressions on their faces.

NBC announced WNBT will telecast Security Council proceedings to the New York area after converting to its new channel, probably early in May.

Little Home Goods

CANADA'S War Assets Corp., war surplus disposal authority, reports that little of Canada's war surplus radio equipment is usable in the home, that only a limited number of tubes have been released for home receivers, with special tubes going to amateurs, universities and special users, after military markings had been removed. No walkie-talkie equipment has been released except to provincial governments for forestry work. Aircraft radio sets and test equipment with no direct domestic application, are being used in veteran rehabilitation.

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3rd Market

At less cost with WFMJ—American Network

Ask HEADLEY-REED

WFMJ
YOUNGSTOWN, OHIO •

TWO HOURS before press time Detroit newspapermen took notes on settlement of the General Motors strike but broadcasters had the actual announcement on the air as it was delivered by James Dewey, U. S. Conciliation Service mediator. WJR Detroit and WCAR Pontiac had microphones in the room, telling the story as it developed.

Stromberg-Carlson Profit Totals $708,926 in Year

NET PROFITS of $708,926 for 1945 after taxes and transfer of reconversion expenses to reserves was reported by Stromberg-Carlson Co., Rochester, in a report to stockholders. Consolidated billings in 1945 were $33,144,603, including some $7,000,000 in termination claims, and total profits $2,566,533 before taxes. Income and excess profit taxes amounted to $1,877,500.

Reconversion to manufacture of radio receiving sets has been slow but production of telephones and switchboards for civilian use was resumed quickly after V-J Day, the report said.

Minister Praises Radio For Clean Programming

DESPITE criticism by the FCC and a few members of Congress against programs, radio has been kept "clean" and the pulpit "should be ready to voice its approval of this important factor in our modern life" in the opinion of a midwestern minister.

Preaching on "His Great Prayer," one of a series of Lenten sermons on "His Life," the Rev. Arthur R. McLaughlin, D.D., pastor of Union Congregational Church, Peoria, Ill., on March 17 paid high tribute to radio. He spoke of "careless" conversation, of "cheap profanity," and said: "Just here let me pay high tribute to the radio world.

"Whatever may be our opinion of some programs, the fact remains that in all the welter of irreverent speech, the air has been kept clean. This fact deserves more than passing mention, and the pulpit should be ready to voice its approval of this important factor in our modern life as we express our sincere appreciation of a policy which illustrates this part of our Lord's Prayer: 'Hallowed be Thy Name.'

"It is worth while to know when we bring the magic world of radio into our homes we need not be ashamed of these guests who will not betray our hospitality or lower self-imposed standards of speech."

'Axis Sally' Caught

MILDRED E. GILLARS, 36, native of Portland, Me., arrested recently in Berlin, will be returned to the U. S. to face treason charges. She went to Germany in 1934, taught school awhile and in 1943 joined the American section of Berlin Radio. Known to hundreds of GI's as "Axis Sally," she was on the air nightly with pleadings to American soldiers to "go back to your wives and sweethearts," according to Department of Justice officials in Germany. She was original "Axis Sally," although several other women adopted name later.

STATION NEWSMEN PLAN ASSOCIATION

FORMATION of a National Assn. of Radio News Editors is proposed by John F. Hogan, news director of WCSH Portland, Me., who is acting as temporary director. Good response to the idea has been received from the eastern half of the nation following a notice released through the wire services.

Association would provide a medium for exchange of ideas on news gathering and editing, set standards for news broadcasting and improve station news activities, Mr. Hogan believes. Meeting is planned later for election of permanent officers.

Miller & Gleason Form New Advertising Agency

A NEW ADVERTISING agency in Washington, to be known as Miller & Gleason has been formed by George E. Miller and Bernard J. Gleason, both now with the *Evening Star* Ad Bureau, Washington. Mr. Miller has been with the Ad Bureau 16 years, Mr. Gleason 15 years, the last two as assistant director, servicing radio and other accounts.

The agency, to handle radio as well as other media, will open about April 1. Offices are at 921 12th St. N.W. Telephone is Executive 3232.

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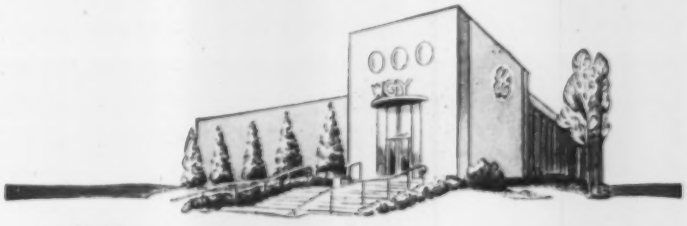

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50,000 WATTS WGY SCHENECTADY, N.Y.

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...foremost re-coaters of
ALUMINUM RECORDING BLANKS

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New aluminum and glass blanks are scarce. If you must have aluminum discs for your needs, dig into your files and libraries, and send us whatever obsolete used aluminum blanks you have. We will re-coat them with the famous "Black Seal" formula. Orders filled in sequence of receipt. All used discs sent to us for re-coating must be sent prepaid.

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Recording Blank Division
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Regional Directors & District Managers Under CPA's Construction Plan

Regional directors and district managers who will screen construction applications in 71 cities throughout the nation were announced as follows:

Region 1: (Maine, Vermont, Rhode Island, New Hampshire, Massachusetts, Connecticut). **Regional Director,** William P. Homans, Boston; **District Managers,** Charles E. Walker, Bangor, Me.; George C. Vaughn, Manchester, N. H.; William P. Homans, Boston; Philip W. Simons, Springfield, Mass.; James Q. Dolan, Providence, R. I.; Bruce McMillan, Hartford, Conn.

Region 2: (New York, New Jersey, Maryland, Pennsylvania, Delaware, District of Columbia, including Arlington and Fairfax Counties in Virginia). **Regional Director,** Ralph A. Parker, New York; **District Managers,** W. A. Riehl, New York; J. M. Leonard, Philadelphia; J. F. Stephens, Pittsburgh; F. J. Holman, Albany; Earl R. Mason, Buffalo; John A. McNulty, Newark; Frederick Cohen, Camden, N. J.; R. W. Willis, Wilmington, Del.; O. W. Carman, Baltimore; E. M. Synan, District of Columbia.

Region 3: (Ohio, Kentucky, Michigan, West Virginia). **Regional Director,** George A. Moore, Cleveland; **District Managers,** Glenn W. Thompson, Cleveland; Louis W. Gehring, Columbus, O.; J. T. Grace, Cincinnati, V. H. Pfaender, Toledo; John D. McGillis, Detroit; Harry D. Rosenberg, Grand Rapids, Mich.; Henry Edson, Louisville; Alex H. Cooper, Charleston, W. Va.

Region 4: (Georgia, North Carolina, Alabama, Tennessee, South Carolina, Mississippi, Florida, Virginia). **Regional Director,** John B. Reeves, Atlanta; **District Managers,** D. Leon Williams, Atlanta; Leonard H. Dille, Memphis; Chester O. Ensign, Greensboro, N. C.; Albert H. Douglas, Columbia, S. C.; Paul P. Henderson, Birmingham, Ala.; A. G. McIntosh, Jackson, Miss.; Charles L. Ledford, Jacksonville, Fla.; P. Campbell Smith, Tampa, Fla.; Clifford W. Street, Miami; O. M. McCullough, Richmond.

Region 5: (Illinois, Wisconsin, Indiana). **District Managers,** W. Fred Stevens, Chicago; Albert O. Evans, Indianapolis; R. R. Valier, Milwaukee.

Region 6: (Missouri, Nebraska, Iowa, Kansas, Arkansas, Colorado). **Regional Director,** William L. Holloway, Kansas City; **District Managers,** Robert B. Miller, St. Louis; Sam G. Davies, Little Rock, Ark.; H. O. Parsons, Des Moines; Norman J. Castellan, Denver; Acting District Manager, Alga Nothern, Topeka, Kan.

Region 7: (Texas, Oklahoma, Louisiana New Mexico). **Regional Director,** George L. Noble, Dallas, Tex.; **District Managers,** George L. Noble, Dallas; George W. Chambers, San Antonio; Edgar G. Goforth, Houston; Walter P. Camp, Fort Worth.; Merwin T. Buxton, Oklahoma City; Georgt Pettit, New Orleans; Murray H. Sprague, Albuquerque, N. M.

Region 8: (Southern California, Arizona, Utah). **Regional Director,** Louis M. Dreves, Los Angeles; **District Managers,** Irving Dix, Los Angeles; John Young, San Diego; Arnold Seiler, Salt Lake City; Louis Meyers, Phoenix.

Region 9: (Northern California, Washington, Oregon, Idaho, Nevada, Montana, Wyoming). **Regional Director,** Edwin F. Halloran, San Francisco; **District Managers,** Edwin F. Halloran, San Francisco; Donald W. Carswell, Seattle; Andrew J. Wahl, Boise, Idaho; Edwin S. Bender, Reno, Nev.; Bayard C. Wilson, Cheyenne, Wyo.

Region 10: (Minnesota, North Dakota, South Dakota). **Regional Director,** William L. Jensen; **District Managers,** William L. Jensen, Minneapolis; Acting District Manager, E. E. Seubert, Sioux Falls, S. D.

Washington, D. C. (San Juan, Puerto Rico), Ramon Montaner.

French Ministry Seeks Continuance of Army Net

PARIS edition of *Stars and Stripes*, Army newspaper (March 22), stated the French Ministry of Information has asked Army officials for permission to allow the Paris station of the American Forces Network to continue broadcasting beyond April 1 because of widespread French interest in Army news and musical programs.

Vladimir Porche, director of Radio Diffusion Francaise, announced the Army had been petitioned to permit continuance of AFN so French listeners would be able to enjoy a full day of programs. The French radio goes off the air during the afternoon. AFN officials said decision on continuance of AFN Paris after April 1 must come from U. S. Forces European Theatre officials in Frankfurt.

Ward Hubbard to Open Own Consultation Offices

WARD HUBBARD has resigned as chief of the radio recording section of WRC-NBC in Washington, effective May 1, to open his own business as a production and radio consultant. He said he plans to specialize in transcription work for the government and for trade associations, maintaining offices at his residence, 2500 Q St., N.W., until office space is available.

Mr. Hubbard

A veteran of both World Wars, as a Marine Corps captain in the latter he used the wire recorder to broadcast battle action. Before entering service he was with NBC radio recording in Chicago, and before that was with the Federal Housing Administration, where he helped formulate the Government's radio transcription policy. He joined WRC, NBC Washington station, in March 1945. Carleton D. Smith, WRC general manager, said his successor will be named later.

Realtors Reply

REALTORS' answer to a March 16 talk on ABC by Chester Bowles, Stabilization Director, was given March 27 after ABC had responded to a request for time from the National Assn. of Real Estate Boards. The realtor group contended Mr. Bowles had made provocative and untrue statements about its views on the Patman housing bill [BROADCASTING, March 25]. Herbert U. Nelson, executive vice president, spoke at 10:45 p. m. Wednesday, time alloted for reply.

House News Service

SINCE most radio executives are too busy at their work to listen to the radio, Mutual's news editors have instituted a daily one-page late news digest which is placed on each executive desk in network's offices just before lunch hour.

CARRYING water native-style while serving in Chinkiang, China, as AAF public relations officer, Maurice McMurray has since returned to the commercial department of WHO Des Moines. A captain, he was in Pacific 3½ years.

WNEW Vets Schedule

WNEW New York last week started new series of programs of interest to service veterans. Called *Operation Homecoming*, series is heard Monday through Friday 9-9:30 p.m. Schedule follows: Mon. 9-9:15 p.m. *Be Your Own Boss;* 9:15-9:30 p.m. *Veterans Bookshelf;* Tues. 9-9:15 p.m. *Records From Home* in which messages from relatives of servicemen still overseas will be recorded for mailing; 9:15-9:30 p.m. *Reunion in New York*, seminar of ex-servicemen from same outfit or theatre; Wed. 9-9:30 p.m. *The Veteran Faces the Future*, featuring board of counsellors; Thurs. 9-9:30 p.m. *Hospital Circuit;* Fri. 9-9:30 p.m. *We Guard the Peace*, presented in cooperation with Army Recruiting Service, an all GI program.

24 years of profitable peach fuzz

Each year over 2 million bushels... 10% of all the peaches produced in the whole South...picked in Spartanburg County alone!

CBS WSPA SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

More output per dollar input!

The highly efficient output network of the Collins 20K AM broadcast transmitter contributes materially to its high operating economy and reliability.

Efficient transfer of power from final amplifier to antenna calls for less power input, and therefore less power dissipation in circuit elements.

Lower operating cost, greater dependability, and longer component life are the results of ingenious coordination of circuit design, components, and tubes.

Audio frequency distortion, noise level, and audio frequency response are within FCC high fidelity requirements. Stabilized feedback constantly safeguards these excellent performance characteristics under widely varying operating conditions.

Complete metering and motor tuning provide control over all circuits. Power changeover from 1000 watts to 500 watts is instantaneous. Write for further information. Collins Radio Company, Cedar Rapids, Iowa; 11 West 42nd Street, New York 18, N. Y.

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HOLLYWOOD RADIO CENTER

Modernistic Auditorium-Office Building
To Be Opened Formally April 18

AUDITORIUM studio facilities of new Radio Center building, Hollywood, are being used for 18 ABC programs, with signing of contract by (l to r, seated), J. Frank Burke Sr., building owner, and president of KFVD Los Angeles, and Don Searle, network Western Division vice-president. On-lookers (l to r, standing) are Hampton Mauvais, sales executive of recording facilities; J. Frank Burke Jr., manager of KFVD and Jack Fredericks, general manager of operations of Radio Center.

REPRESENTING an investment of more than $500,000, new Hollywood Radio Center building at 6000 Sunset Blvd. will be formally opened on April 18. Owned by J. Frank Burke Sr., president of Standard Broadcasting Co., operators of KFVD Los Angeles, remodelled modernistic two-story structure contains 28,000 feet of floor space. Besides a large audience auditorium seating 300 persons, structure contains three smaller studios and 41 offices. Western Electric equipped, studio design incorporates latest accoustical features.

Mr. Burke, assisted by his son, J. Frank Burke Jr., manager of KFVD, will supervise general operations. Hampton Mauvais is sales executive of the Sunset Blvd. Broadcasting & Recording Studios, also controlled by Mr. Burke, and housed in that structure. Jack Fredericks, chief engineer of KFVD, has been assigned overall general manager of operations of the 6000 Sunset Radio Center. He supervised remodelling of building and technical installations. Other building tenants include advertising agencies, radio production units, national trade publications as well as additional services allied to the radio industry. They are: Ad-Art Service. Atherton & Gresham Adv., *Billboard* Magazine, BROADCASTING, The Cardinal Co. (radio packaging), E. H. Daniels Associates (industrial designer), George C. Hoskin Assoc., John Hiestand & Assoc. (radio properties and production), Norman Millen & Assoc. (publicity), Adair & Assoc. (advertising agency), National Assn. of Broadcast Engineers & Technicians, Sam Hayes (radio commentator and producer), Bass-Luckoff of Hollywood (advertising agency), The Tullis Co. (advertising agency).

Auditorium and recording facilities are available to advertising agencies and networks, with ABC currently originating some 18 programs weekly from the studios during renovation and remodelling of KECA Playhouse at 1441 N. Highland Ave.

McConnell Is Promoted To Spot Sales Director

PROMOTION of James V. McConnell, manager of NBC's National Spot Sales Dept., to director of the department was announced last week by Frank E. Mullen, NBC's vice president and general manager, as a move in line with increased responsibilities of the spot sales department throughout the U. S.

Mr. McConnell

William C. Roux, assistant manager of department, was promoted to the managerial post. Mr. Roux will assist Mr. McConnell in administrative duties and will supervise spot sales in the New York area.

A COLLECTION of Raymond Swing's Friday ABC broadcasts on the atom bomb has been published by Harper & Bros., New York ($1), under title "In the Name of Sanity."

Chicago Ad Men Decry FCC Report

Commission Exceeded Bounds of Authority, Say Agencies

By JEAN ELDRIDGE

FCC WAS HIT from another source last week, as Chicago radio advertising agency executives joined forces in condemning the Commission's famed *Blue Book* program report.

Agencies, while they admit they were not named directly in the report, feel the Commission's charges of over-commercialism and poor taste in advertising copy indirectly are aimed at them since they are responsible for a large share of the program content of networks and individual stations.

FCC Oversteps Mark

Bulk of the agencies contacted by BROADCASTING in Chicago, expressed the view that not only was the Commission's premise, as established in 139 pages, false, but beyond the bounds of authority granted to it by Congress.

Stuart Dawson, radio director of Foote, Cone & Belding, said he thought perhaps the FCC was getting out of its territory. "FCC has an important function to perform in the radio field, but whether or not it has performed that function for which it was intended is an open question," he said.

"There always have been and always will be minor violations of good taste in radio, and this will apply whether or not the FCC controls programming. We cannot turn radio over to an administration that can turn it into a political football," was Mr. Dawson's reaction.

He pointed out that evidence of the job done by station managers and radio directors can be taken from the pages of the last four years during the war. "That job was done in spite of a lot of government agencies interfering and hampering radio operations."

Questions Regulation

David Dole, associate radio director of Henri, Hurst & McDonald, suggested that the FCC should have compiled its survey with the NAB or a similar organization. "It would have opened the door for us to step in and help on what is an industry problem. Although agencies have been the subject of much criticism in regard to commercials, there has not been an opportunity to propound our opinions."

Mr. Dole questioned why radio should be regulated by the government any more than the press. "The FCC is reported to be after more and more power of control over radio, and being in that position, I would hesitate to accept, without very thorough examination, the results of any survey done by the same organization. Telling stations what, in their learned opinion, the proper balance should be is O.K. but the most they should be able to do is take it to the Court of Public Opinion and have the case decided."

He said he hoped the agency executives would not just sit back and watch the "fight" until some station refuses their advertising program because said station was broadcasting as much commercial programming as the FCC will allow in that particular category.

One radio director, who preferred to remain anonymous, said of the FCC report, "It puts me a little bit in mind of saving the sinner who does not exactly want to be saved. There are a large number of commercials on the air but there don't seem to be too many."

Ignored Sponsored Shows

He believes that the FCC gave self-serving evidence and might have been more effective had it gone to a research organization to obtain its facts. "Does the FCC believe that everybody will think it is right just because it feels its case so intensely? I'd like to see some more support of these opinions that it states so flatly," he said. "Weakest point of FCC report is that it has not run an independent survey to get information to justify its views," the executive added.

Russell Tolg, radio director of BBD&O, Chicago, said he believed the FCC report was "unfair and not too well justified. From a station's point of view I do not think FCC has given enough consideration to the amount of good sponsored programs now on the air. Why does the FCC decline to class a public service show as such just because it takes on a sponsor? Give credit based on quality," Mr. Tolg declared.

"Networks are now presenting a great many excellent, sponsored, public-service-quality shows which I am sure the FCC has not heard.

"If it is true that broadcast licensees have failed, in performance, to live up to their programming promises, then they should be spanked. But how do we know it's true? Where are the facts? Certainly the few examples presented in the FCC report do not give it the right to pounce on the entire industry."

Harlow Roberts, radio director of Goodkind, Joice & Morgan, and president of the Chicago Radio Management Club, said he believes that the FCC is sincere in its move to get a proper balance between commercial shows and public service, "but I do not think it is going about it in the right way. I think the industry itself should keep a watchful eye on programming. It should be up to them," Mr. Roberts concluded.

WMEX

(*Continued from page 10*)

which each house is located. The cost to veterans, Mr. Pote reported, will be about $6,500.

With four rooms on the first floor and roughed-in second floors adaptable to completion later, the homes will be built in Quincy, Mass. Construction is slated to start this month and WMEX hopes the 50 will be completed before the end of summer. Mr. Pote said other homes will be planned if needed.

Mayor Charles A. Ross and other Quincy officials are cooperating to cut red tape and also make city-owned sites available at low cost. Joseph Page, of Page Construction Co., Boston, furnished blueprints without cost, waived the contractor's profit and will supervise the project on a day basis. L. Grossman Sons Co. will supply high-grade building materials "on an exceptionally low basis," according to Mr. Pote.

The veterans—what do they think of the idea? When WMEX announced plans for the project, Mr. Pote reported, ex-servicemen responded with "a deluge" of requests for details.

Wood to Air Transport

ROBERT S. WOOD, former news director for WTOP-CBS Washington, has been appointed director of radio for the Air Transport Assn. of America, representing 24 airlines. His headquarters will be at 1107 16th St. NW, Washington.

Silent Tribute to FDR On April 12 Suggested

"A MOMENT of silent tribute" to the memory of Franklin Roosevelt on the anniversary of his death has been suggested to the networks by Howard J. London, radio director of the National Foundation for Infantile Paralysis. Writing last Thursday to the vice presidents in charge of program operations of the four networks—Adrian Samish, ABC; Clarence L. Menser, NBC; Phillips Carlin, Mutual; Davidson Taylor, CBS—Mr. London asked that networks and independents "devote a short pause (30 to 60 seconds) to the memory of Mr. Roosevelt" at 4:35 p. m. EST, April 12, the hour of his death.

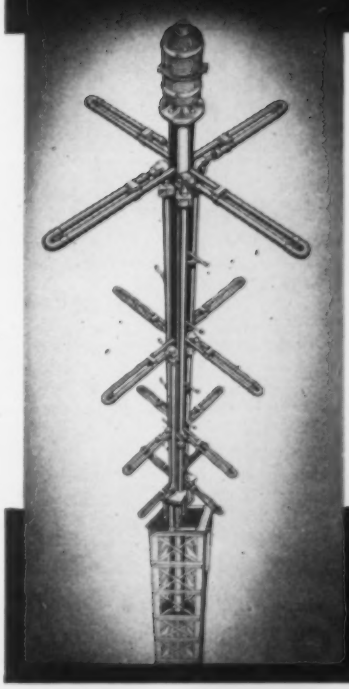
"The possibility also suggests itself that the quarter-hour around the 4:35 p. m. EST period be dedicated to FDR's memory," he adds. "If the members of the broadcasting industry adopt this suggestion . . . broadcasting will have remembered its greatest friend," the letter concludes.

'Pin Up' Audition Disc

SPOT SALES, New York, has sent audition copies of its April "BMI Pin Up Platter" [BROADCASTING, March 18], to all BMI member stations, who are offered the monthly recording of eight tunes from the BMI Pin Up Sheet for $15 a month on a year's contract. Records are sold outright and not leased.

At Long Last!

A FOLDED DIPOLE TURNSTILE F.M. ANTENNA



By WINCHARGER

1—**VERY BROAD BAND** — incorporates features of ordinary turnstile with vast improvement of FOLDED DIPOLE principle.

2—**PROVED** by 4 years actual service in leading 50 K.W. station.

3—**FACTORY PRETUNED**— no field adjustment.

4—**LARGE SAFETY FACTOR**

5—**DESIGNED** by high frequency and Radar antenna engineers of Zenith Radio Corporation.

6—**COMPLETE "PACKAGE"** — one company supplies everything — And No Extras to Buy.

Phone, Write or Wire

Antenna Tower Dept.

WINCHARGER CORPORATION

SIOUX CITY 6, IOWA

Construction

(*Continued from page 15*)

knows many industries and many home projects will suffer from the channelling of building materials into one field, but this can't be helped if the veterans are to get their roofs.

Will Still Be Construction

Analysis of the CPA order and inquiries among CPA officials, broadcasters, engineers and others affected reveals that there still will be construction in the broadcasting industry, whether or not the order is amended. How much? That question can't be answered at this early stage, but some indications of what can be done are apparent.

Under terms of the order there is absolutely no restriction on construction or improvement projects if work was under way by March 26. In the case of new buildings the order does not apply if any of the materials which are to be an integral part of the structure have been incorporated in it on the site—digging of foundation and pouring of footings, for example.

Small structural projects costing under $1,000 can be built without any official sanction or red tape. The $1,000 limit applies only to the building itself and some of the plumbing and lighting fixtures. This limit does not apply to any station equipment not inherently a part of the structure itself.

In the case of structural projects costing over $1,000 it will be necessary to get an authorization from CPA regional construction offices (see list on page 74). Authorization will not carry a priority rating for scarce building materials.

CPA Administrator Small quickly made clear that desperate action was taken to meet a desperate situation. He gave this general formula:

Is it essential? If essential, can it be deferred?

That formula is stiff, yet the fact that authorizations will be granted on the local level offers hope that broadcast projects will be approved where need for new station or other construction can be established.

The CPA's order says that if proposed work is essential to elimination of a bottleneck to the reconversion of the national economy from war to peace, to public health and safety of the community, or to eliminate an unusual and extreme hardship, these factors should be considered by regional offices.

When War Production Board construction bans were in operation, "hardship" cases were rare under early rulings but toward the end of the war the term was applied to include cases where an applicant might lose money already invested in a project.

At the weekend CPA was scanning lists of names of local citizens who will serve on the 71 advisory committees. Mr. Small was encouraged by the response from persons consenting to serve.

Construction Bureau

A new unit, the Construction Bureau, has been set up by CPA, with Clarence A. Woodruff, director of the Field Operations Bureau, serving as acting director. The bureau will establish standards and criteria for decisions on applications for authorization to build projects not permitted under exemptions such as the $1,000 limit on radio station construction.

Until this bureau gets rolling and sets up its standards and formulas the construction situation will be uncertain. Once basic policies are set up, local committees will know how far they can go in recommending authorizations and CPA will be able to answer inquiries.

CPA officials were confronted with a typical broadcast case. Suppose FCC has granted an AM station a CP for an FM station, and structural work has not been started. Can the station spend $1,000 for studio construction in one building and another $1,000 for additions and remodeling of a separate transmitter structure? The informal answer was "yes."

Asked if a tower could be erected on concrete foundation without using up any of the $1,000 for transmitter building, the informal reply again was "yes."

Could a station with a CP for low power spend $1,000 for studios in a house on a one-acre lot and another $1,000 for a little transmitter house on another part of the lot? Again the informal answer of CPA officials was "yes."

Unless it is customary in an industry to separate units of a single operation, such as studio and transmitter, CPA will not let jobs be broken up into sections merely to get around its $1,000 limit on commercial or service establishments.

Idea of the whole CPA setup is to cut $2,500,000,000 of non-essential construction from the current building picture. Therefore it is interested mainly in what building materials a structure will consume, and in some areas how much labor will be required.

Its order applies to such structures as a building, arena, stadium, grandstand, pier, moving picture set or billboard. The term structure does not include roads, streets, sidewalks, railroad or street tracks or operating facilities other than buildings, fences, silos, trailers (except when demounted), bridges, tunnels, subways, pipe lines, utility

PRETTY HOT BEAM JOE!
SURE IT'S AN H.P. TOWER LIGHT
We Can Ship
H & P TOWER LIGHTS TODAY
H & P TOWER LIGHTS are available now, from stock. If your jobber is out, write or wire your order to us, today.
• 300 MM TOWER LIGHTS • SIDE LIGHTS • FLASHERS
FREE Send for the facts now about these required safeguards
HUGHEY & PHILLIPS, Mfrs.,
326 No. La Cienega Blvd.
Los Angeles 36, California

Sale of KXA to Wesley Dumm Approved; WMLT Stock Transfer Is Also Passed

SALE of KXA Seattle for $200,000 to a group headed by Wesley I. Dumm, prominent West Coast broadcaster, president of Associated Broadcasters Inc., was approved by the FCC en banc last Wednesday.

The transaction assigns the KXA license from American Radio Telephone Co., headed by Ronald F. Meggee, to KXA Inc. Mr. Dumm, owner and head of KSFO San Francisco and president and stockholder in KXLA (formerly KPAS) Pasadena, and his associates in KXA Inc. acquire 54% of stock from Mr Meggee and 46% from Vincent I. Kraft, Seattle advertising man and Alaska station owner [BROADCASTING, Aug. 13, 1945].

The Commission also gave its consent to the $16,550 sale of J. Newton Thompson's 50% interest in WMLT Dublin, Ga. to George T. Morris, owner of the other half interest [BROADCASTING, Feb. 18]. Mr. Thompson is withdrawing because his home and other business interests are at Augusta and he has had little time to devote to WMLT. The station is on 1340 kc, operating fulltime with 250 w.

Associates of President Dumm in KXA Inc. include Robert B. Gaylord, vice president and principal stockholder (45%), who also is vice president of KSFO; Robert B. Gaylord Jr., attorney; Mr. Dumm's brother, Franklin M. Dumm, treasurer of KXA; Philip J. Lasky, minority stockholder in KDYL Salt Lake City and former vice president, general manager and 35% owner of KROW.

Enterprises of Associated Broadcasters, of which Wesley Dumm is president, include operation of KSFO; two international shortwave stations at San Francisco, KWID and KWIX; a transcription firm; Universal Research Labs, San Francisco, consulting engineering firm; and Universal Broadcasting Co. of which KXA will become a part, linking with KSFO and KXLA in a Pacific Coast network.

KXA operates on 770 kc with 1 kw, limited time. WJZ New York is the dominant station on the channel.

not just one...
OR TWO—OR THREE
But SIX IMPORTANT FACTORS
Make the El Paso Southwest
A truly GREAT MARKET
1. CATTLE—the finest cattle country in America.
2. COPPER—over 20% of America's production is in this vast area.
3. COTTON—the nation's highest cotton yield per acre.
4. TOURISTS—America's all-year playground on the sunshine border.
5. MEXICO—here's the gateway for imports and exports to Mexico.
6. SMALL INDUSTRIES—50 different industries provide diversified payrolls.
KROD
600 KC
1000 Watts
EL PASO, TEXAS
Howard H. Wilson Co.

facilities (except buildings) providing for electric, gas, sewerage, water, central steam heating or telephone or telegraph communication services including power or utility lines and sewers, surface or underground mines, wells, dams, canals or drainage or irrigation ditches.

The term structure does not include anything that is not attached to the land or to a structure as specified above, or any kind equipment installed outside of and not attached to a building or other structure.

According to CPA officials, an antenna tower is obviously not a part of a structure. On the other hand, a special concrete base built for a piece of equipment inside a building would probably be classified as part of the structure, but a special interpretation might be necessary.

Repairs Not Covered

Repainting, repairing, sanding floors, installing repair or replacement parts in existing mechanical equipment where no change in the structure is made are not affected by the order.

CPA specifies that "fixtures" are articles attached to and used as a part of a building or structure. "Mechanical equipment" is used to operate a building. Included under these terms are plumbing, heating, lighting and ventilating equipment, partitions, paneling and bookcases. Not included are power generating equipment, transformers, machine tools, elevators, conveyors and testing equipment.

Area Covered

Areas covered by the construction ban are the 48 states, District of Columbia, Virgin Islands and Puerto Rico. Hawaii and Alaska will be included as soon as administrative details can be worked out, it was stated.

A series of seven exemptions from terms of the order covers so-called small jobs. These relate to housing, with $400 limit; hotels and apartment houses, with $1,000 limit; commercial or service establishments (including radio stations), with $1,000 limit; farm projects, with $1,000 limit; church, hospital, school, etc. projects, with $1,000 limit; factories or industrial structures (including research laboratories), with $15,000 limit. Unspecified structures have a $200 limit.

The $15,000 group has a clause applying to "utility structures providing for electric, gas, sewerage, water, central steam heating, or telephone or telegraph communication services." CPA officials said radio stations do not come under this clause, but certain types of strictly communication services are included.

"Cost" is defined as the cost of the entire construction job as estimated at the time of beginning construction, including labor regardless of who pays for it, new fixtures, mechanical equipment and materials incorporated in the structure, and contractors' fees. It does not include cost or value of previously used fixtures, mechanical equipment and materials, value of unpaid labor, or cost of labor engaged in assembling and installing machinery and equipment.

No job which ordinarily would be done as a single piece of work may be subdivided to bring a project within the $1,000 exemption for radio stations. If a structure is used for more than one purpose, the use to which the greatest part of the structure (floor area) will be put is decisive.

Another clause covers disaster, such as fire or flood, with $6,000 limitation.

Penalty, which applies to persons working on or supplying a project not permitted by CPA regulations, is fine or prison, as well as loss of building privileges.

Television's Future Discussed By Trammell at Chicago Meet

NILES TRAMMELL, president of NBC, does not believe that television ever will replace completely sound broadcasting.

He made this observation in response to a question asked of him by a reporter at a press conference he held at the Drake Hotel, Chicago, last Monday following a meeting in which he had addressed 100 representatives from 30 NBC-affiliated stations in 13 states on the future of broadcasting.

Mr. Trammell believes that Washington will have television by the fall of this year. He predicts that Chicago also will have NBC black and white television by that time.

He indicated that the plans for Chicago depended in large degree now on location of a site—assuming, of course, that the FCC grants NBC a video permit in the midwestern city.

Sight and Sound

"But there's always going to be sound broadcasting," he said. He observed that sound broadcasting had been and is "one of the greatest advertising media that ever had been conceived, if not the greatest." He said this value would be enhanced by the addition of sight to sound. But he could not envisage "viewers" with time enough to spend their entire "listening hours" looking at a screen. There would be a combination of aural-video broadcasting, he predicted, but would hazard no guess as to the percentages which might be captured by either.

Mr. Trammell refused to comment on the FCC program report issued March 7 by the FCC—and aimed toward programming of networks as well as licensees. "I have not read it carefully enough to make a statement," he said.

Mr. Trammell was asked whether he "viewed with alarm the fact that 19 video applicants had withdrawn in the last two weeks." He indicated that he did. He said that he ascribed this partly to the propaganda job done by CBS on high-frequency color video; to the cost of the new art; and to the fact that many of the applicants had never proposed to "follow through" but were merely trying to protect themselves against competition.

Chicago Plans

The NBC chief executive said that his network intended to undertake a wide program expansion in Chicago to aid that city in regaining its former position as an originating point.

Mr. Trammell explained, in response to questions, that NBC planned to offer duplicated AM productions for FM. He said this would not materially affect network rates immediately, because no additional audience would be delivered. But it did mean, he emphasized, that "big name" shows would be heard on FM. He acknowledged that the "only fly in the ointment" is James C. Petrillo, president, AFM, who has said that such a policy as this would necessitate standby musicians for many programs.

The Chicago affiliates conference was the fourth in a series of five being held across the country. The next meeting will be in Los Angeles, this week.

VIDEO EQUIPMENT FOR A-BOMB TESTS

TWO TELEVISION cameras and transmitter are part of the instrument installations on the way to the Marshalls to aid in measuring sea disturbances produced by the explosion of the atomic bomb [BROADCASTING, March 25]. Cameras are to be located on 75-foot towers in the vicinity of the explosion, with receivers in airplanes where movie cameras will record the picture received. Other television receivers will be on ships for visual observation. Voice description of the scene presented by television will be broadcast at the time of the tests.

Some of the cameras are to be set up so that the light from the bomb burst will start them in operation. Subsequent events, such as disturbances of the water, the bomb's effect on ships, fires started, and other happenings will be transmitted by television from a "front row seat," that would mean death to human observers.

Special electronic instruments that make an automatic recording of the changing distance to the ocean floor as the waves go by will be mounted on ships and special buoys. Measurement is accomplished by timing the reflections of sound transmitted downward from the instrument.

Aerial cameras will be installed in towers and airplanes and will be operated by remote radio control.

Serving

The Third Largest Market

in the

Fourth Richest State

•

W C O L

COLUMBUS

The Listening Habit of Central Ohio

•

Represented by

THE HEADLEY-REED CO.

KFMB
Sells
SAN DIEGO

San Diego's permanent population is nearly double that of 1940. This important market is YOURS—right from the inside with KFMB—374,940 BUYERS live within a 15 mile radius of our antenna.

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO.

WE DELIVER!

WLAW takes your message straight into the homes of 1,902,591 radio listeners. These residents of 3 New England states and 181 cities and towns form a brand-conscious audience with a buying power approximating $2,198,419,800. WLAW's 5000 watt power is ready to deliver your message, day or night, to this market of brisk spending.

5000 WATTS 680 Kc.
Basic Station
American Broadcasting Co.

WLAW
LAWRENCE, MASSACHUSETTS

NATIONAL REPRESENTATIVES:
WEED & CO.

9th District NAB

(Continued from page 18)

this suggestion favorable consideration.

Asked if the request to President Truman might be construed as an opening wedge in a high level campaign against the stand taken by the Commission in its *Blue Book* report, Mr. Miller said his only purpose in addressing President Truman was to counterbalance the overwhelming weight of utility-trained members on the Commission.

'Illegal Censorship'

At both sessions, held Monday and Tuesday in the Palmer House, President Miller repeated his Minneapolis and Grand Rapids warning that the Commission's report was in direct violation of the "authority vested in it by the Federal Communications Act." He said the most direct and effective way to prevent "this illegal censorship" was for broadcasters individually to challenge the authority of the Commission.

At least four broadcasters present at the meetings said they were "seriously considering" refusal to comply with the Commission's directive to file an answer to its findings by the April 1 deadline.

Other resolutions covered:

Pledge of support of the industry to BMB and BMI; adoption of uniform time for radio on a nationwide basis; in praise of FMBI for entering into NAB membership and urging Television Broadcasters Assn. to do likewise; pledging full support to President Miller; urging early action on establishment of a program department within the NAB; in commendation of the NAB board for establishing the employe-employer committee; urging President Miller and the board to press for application for the rule of clearance-at-source to all music copyright licensing organizations; in commendation of the board of trustees, U. of Illinois, and the board of directors, Illinois High School Athletic Assn. for their help in ending discrimination between media in covering athletic activities, and in permitting sponsorship of such broadcasts.

The two-day session included "Looking Ahead With NAB," by President Miller; Public Relations, Merrill Lindsay, WSOY; Sales Managers Clinic, Joseph Raber, WMBD; Small Market Stations, Allan Curnutt, WOSH; "The Unsolved Music Problem," representatives of BMI, ASCAP, SESAC, AMP participating; and Program Clinic, Maurice P. Owens, WROK, presiding.

Attending the 9th District meeting were:

C. E. Arney Jr., NAB; Ted Arnold, WHAF; Sil Aston, H. H. Wilson; Ralph Atlas, WIND; Lewis H. Avery; George M. Bailie, BMB; David Bain, RCA; W. H. Barnett Jr., John Blair & Co.; E. L. Bill, WMBD; John Blair, John Blair & Co.; Milton Blink, Standard Radio; Sidney Bliss, WCLO; L. J. Bormann, AP; H. H. Born, WHBL; Al Boyd, WLS; Edw. L. Brant, UP; Dudley Brewer, Branham Co.; Charles Bruce, WSOY; Wm. T. Burghart, WTAD; Robt. J. Burow, WDAN; Leonard L. Bursten, L. S. B. Co.;

Charles Caley, WMBD; John T. Carey, WIND; Paul Clark, RCA; Wm. R. Cline, WLS; Bob Compton, WCAZ; J. H. Connolly, ABC; Chas. R. Cook, WJPF; Geo. R. Cook, WLS; Maurice Corken, WHBF; Allan Curnutt, WOSH; Bill Croker, AP; H. L. Dewing, WCBS; John Devine, Standard Radio; R. B. Donovan, WLS; W. W. Dorrell, Hooper Inc.; John A. Dyer, WGES;

James A. Ebel, WMBD; B. R. Eidmann, WAAF; R. F. Elrick, BMB; W. L. Emerson, WENR; Hugh Feltis, BMB; George Field, World Broadcasting System; G. M. Freeman, WLS; A. B. Gale, WOMT; J. L. Gallagher, WYBH; Charles Godwin, MBS; R. B. Gordon, C. E Hooper Inc.; G. W. Grignon, WISN; Gus Hagenah, Standard Radio; Arthur F. Harre, WJJD; Ralph S. Hatcher, CBS; Clair Heyer, R. M. Guide; Oscar C. Hirsch, WKRO; E. L. Jahncke Jr., ABC; Myles H. Johns, Mrs. M. H. Johns, Wm. F. Johns, WTMV; H. A. Johnson, WIBA; J. A. Johnson, WTAX; Les Johnson, WHBF; T. N. Jordan, MBC;

Sidney M. Kaye, BMI; Scotty Keck, NBC; Don Kelly, WHFC; E. J. Korsmeyer, WLDS; Jas. F. Kyler, SESAC; Ben A. Laird, GBB Co.; Howard Lane, WJJD; Cy Langlois, Langworth Co.; Clarence Leich, WGBF; M. L. Leich, WBOD; H. R. LePoidevin, WRJN; Buryl Lottridge, WOC; J. W. McLeod, Andrew Co.; A. M. McGregor, WJBC; Wm. A. McGuineas, WGN; J. B. McLaughlin, WBBM; J. A. Mahoney, MBS; Al Marlin, BMI; John Meyo, Langworth; Justin Miller, NAB; Frank R. Mills, WDWS; T. C. Moens, WFJS; Linnea Nelson, BMB; H. R. Norman, WNBH; M. P. Owens, WROK;

Fred A. Palmer, radio consultant; Frank Pellegrin, NAB; C. B. Peterson, Branham Co.; F. J. Prendergast, WTMV; Joe Raber, WMBD; G. P. Richards, WHBL; R. K. Richards, BROADCASTING; Walter Rothschild, WTAD; Harold A. Safford, WLS; F. W. Sample, BROADCASTING; F. P. Schreiber, WGN; Glenn Snyder, WLS; Jack Stilwell, WLS; Wallace E. Stone, AP; M. H. Stuckwish, WSOY; R. R. Stufflebam, WDZ; Florence J. Summers, WHFC; Natlor Rogers, Keystone; Ed Steeves, UP; Inglis M. Taylor, WEBQ; Mims Thomason, UP; Brooks Watson, WMBD; E. A. Wheeler, WEAW; Janet Widmer, C. E. Hooper Inc.; Wm. Wolf, Keystone; G. G. Winnie, WTMJ; Edwin C. Tracy, RCA.

FCC Answers Discrimination Charge on KRLD Time Sales

RADIO ADVERTISING of alcoholic beverages "can raise substantial issues of public importance" which should be treated as such by broadcasters, the FCC declared last week.

The ruling came in a memorandum opinion and order denying the petition of Rev. Sam Morris, Texas Baptist minister and prohibitionist, who sought denial of license renewal of KRLD Dallas on grounds that the station sold choice time to beer and wine interests and refused to sell time for abstinence messages. In its opinion, announced Thursday, FCC said "the problem raised by the petition is of industry-wide proportions," not restricted to KRLD alone, and therefore "should not be granted as to one particular station when there is no urgent ground for selecting it rather than another."

Probe Not Warranted

"Nor does it appear that a general investigation of the subject is warranted at this time," FCC ruled, explaining that "the principal points of controversy appear to be presented in the petition of Sam Morris on the one hand and in the detailed responses of the station and . . . particularly in the extensive brief of CBS." It was pointed out that KRLD is an affiliate of CBS and that Rev. Mr. Morris characterized the network "as the chief offender in pursuing the policy against which he makes objection."

The Commission did not pass on the question whether broadcast time had been unfairly denied or whether the petitioner "is an appropriate representative to press for the securing of time." In the matter of the arguments between proponents and opponents of alcoholic beverage advertising, it said this controversy is not for the Commission to decide.

But it did not agree with KRLD and CBS "that the advertising of commercial goods or services may not be controversial." Whereas CBS drew a distinction between "advertising" and "propaganda," the Commission contended that advertising "is indeed a species of propaganda, designed to induce the audience to use a given product or to prefer it to another."

The FCC supported its contention that alcoholic beverage advertising may raise substantial issues of public importance by pointing out that the question of prohibition by law "is frequently an issue of public importance."

For many people in "dry" counties within KRLD's service area, it was pointed out, "non-consumption of alcoholic beverages is not simply a matter of preference but of deeply held conviction, which extends to the view that encouraging the consumption of alcoholic beverages is a grave moral and social evil." On the other hand, beer and wine advertising may be to others "essentially no different from other types of product advertising."

Second Such Plea

"Whatever the merits of this controversy, which it is not our function to resolve, it is at least clear that it may assume the proportions of a controverted issue of public importance. The fact that the occasion for the controversy happens to be the advertising of a product cannot serve to diminish the duty of the broadcaster to treat it as such an issue," the opinion declared.

KRLD's renewal application "will be considered on its merits in regular course," the Commission concluded. Rev. Mr. Morris' petition, on behalf of the National Temperance and Prohibition Council in Washington, D. C., was filed last May 25 [BROADCASTING, June 4, 1945]. Earlier, Rev. Mr. Morris had vainly sought to protest renewal of license of WBAP Fort Worth, WFAA Dallas, and KGKO Fort Worth.

Mosman Rejoins CBS

JACK MOSMAN, after Navy service, has returned to CBS New York as a director.

Conditional FM Grants Total 375 as FCC Approves 13 More

CONDITIONAL grants for commercial FM stations reached 375 last week with the approval by the FCC Thursday of 13 more conditional authorizations. The total includes 15 grantees which recently received full construction permits but does not include eight permits granted for stations in Washington [BROADCASTING, March 18, 25].

Five of the latest grants were issued to newcomers and a sixth was made to a company which recently received a construction permit for a standard station. The remaining seven went to standard licensees.

Channel Shift

To permit establishment of three metropolitan stations, the Commission provided channels in cities not assigned frequencies in its tentative allocation plan. A channel previously assigned to Hartford, Conn., was shifted to New Britain, Conn., and other channels were made available for Mt. Vernon, Ill., and Pottsville, Pa.

The New Britain grant was issued to New Britain Broadcasting Co., recently issued a permit for a 1-kw standard daytime station on 840 kc [BROADCASTING, March 11]. Principal owners of the company are Julian Gross (46%), owner of Julian Gross Advertising Co., Hartford, and Chester Bland (46%), partner in the Bland Precision Co., aircraft parts makers, Hartford.

The Mt. Vernon station was granted to the Mt. Vernon Radio & Television Co. Principal owners are John R. Mitchell (34.2%), who has interests in furniture, realty, and oil and gas drilling; and Paul B. Budiselich (35%), partner in a retail liquor business. There are also 23 minor stockholders.

The Pottsville station was issued to Miners Broadcasting Co., owned equally by eight residents of Harrisburg, Pottsville, Tamaqua, Hazelton, and Lansford. They are: Joseph L. Maguire, Kenneth F. Maguire, John T. Maguire, John W. Grenoble, Evan Evans, Patrick J. McCall; John Koch and James J. Curran. Mr. Curran is Judge of the Court of Common Pleas, Pottsville. The others are identified with coal production, construction, bus and truck transportation, and banking.

A metropolitan station was also granted to Sooner Broadcasting Co., Oklahoma City. Chief owners of the company are Steve Pennington, who has a real estate and construction business; Neal Barrett, a Packard dealer and officer of the Oklahoma Railway Co.; L. Karlton Mosteller; and George H. McElroy.

Community FM stations were granted to Argus-Press Co., Owosso, Mich., and Dairyland's Broadcasting Service, Marshfield, Wis. The Owosso company is principally owned by J. Evans Campbell and H. Kirk White. Principals of the Marshfield group are Lloyd A. Felker, L. A. Copps, Karl H. Doege, Corinne A. Kaus and George F. Meyer.

Last week's grants follow:

City	Grantee	Type of FM Station
	ALABAMA	
Birmingham	Birmingham Broadcasting Co. Inc. (WBRC)	Metropolitan
	CONNECTICUT	
New Britain	The New Britain Broadcasting Co. (The New Britain Broadcasting Co.—no call letters)	Metropolitan (Hartford Channel)
	GEORGIA	
Dublin	George T. Morris and J. Newton Thompson, d/b as Dublin Broadcasting Co. (WMLT) [Story on Dublin Broadcasting license assignment on page 78.]	Metropolitan, possibly rural
	ILLINOIS	
Mt. Vernon	Mt. Vernon Radio and Television Co.	Metropolitan
	INDIANA	
Muncie	Donald A. Burton (WLBC)	Metropolitan
	IOWA	
Des Moines	Kingsley H. Murphy (KSO)	Metropolitan, possibly rural
	MICHIGAN	
Bay City	Bay Broadcasting Co. Inc. (WBCM)	Metropolitan, possibly rural
Owosso	The Argus-Press Company	Community
	NEBRASKA	
Lincoln	KFAB Broadcasting Company (KFAB)	Metropolitan, possibly rural
	OKLAHOMA	
Oklahoma City	Sooner Broadcasting Company	Metropolitan
	PENNSYLVANIA	
Pottsville	Joseph L. Maguire, et al, d/b as Miners Broadcasting Co.	Metropolitan
Reading	Berks Broadcasting Co. (WEEU)	Metropolitan
	WISCONSIN	
Marshfield	Dairyland's Broadcasting Service Inc.	Community

WESTINGHOUSE - UE MEDIATORS RESIGN

FEDERAL mediators who have been unsuccessful in efforts to effect an agreement between Westinghouse Electric Corp., and the striking United Electrical Radio, and Machine Workers of America (CIO) last week withdrew from the case with the charge that the company had created conditions that "made mediation impossible."

Mediators William H. Davis and Arthur S. Meyer announced their withdrawal in a letter to Secy. of Labor Lewis B. Schwellenbach. Summing up the history of Westinghouse-UE negotiations, Mr. Davis and Mr. Meyer described as misleading a company wage increase offer, made March 19 and the next day rejected by the union.

"Though the company's proposal . . . takes the form of an 18½ cent offer, it is . . . [actually] substantially less than 15 cents an hour." The union has charged that the offer represented a wage increase of 9.7 cents for most employes, no increase at all for about 10% of the striking workers. The strike has been in progress since Jan. 15.

Green Heads Radio

BENJAMIN J. GREEN, for two years in the Marines and former ABC producer-director, has rejoined H. W. Kastor & Sons Adv., New York, as radio director.

WNOX

a timebuyer's dream . . .

because it's so obviously FIRST in LISTENERS in the South's richest market.

•

YOU GET KNOXville PLUS WNOXville

REPRESENTED BY The BRANHAM Co.

Affiliated with THE KNOXVILLE NEWS-SENTINEL

WNOX

CBS • 10000 WATTS

KNOXVILLE, TENN

33,000 People Tune In Don Bell's "Man With The Hat"

This one-man show is almost a monopoly. It gets 32% of all the sets tuned to Cleveland stations from 3:30 to 3:45 p.m., Monday thru Friday.

BASIC ABC Network CLEVELAND, O.

WJW

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

WWL

New Orleans
shouts its shows
on car cards
throughout the year
Folks turn first to—

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY
50,000 Watts - Clear Channel
CBS Affiliate
Represented Nationally by The Katz Agency, Inc.

BALTIMORE'S
Listening Habit
WCBM
MUTUAL
BROADCASTING SYSTEM
John Elmer, Pres.
George H. Roeder, Gen'l Mgr.
FREE & PETERS, Inc., Exclusive Nat'l Rep

Seven New Standard Stations Granted

Two California Outlets Get Authorization For 1170 Kc

TWO NEW California stations on the same clear channel, one to operate with 5 kw daytime-only at San Jose and the other with 5 kw fulltime at San Diego, were among seven new standard outlets for which construction permits were authorized by the FCC last Wednesday.

Valley Broadcasting Co., a partnership including E. L. Barker, an NBC sales account executive for the last seven years, received the grant for the San Jose daytime outlet on 1170 kc, while Finley-McKinnon Broadcasting Co. was granted fulltime use of the same frequency at San Diego.

FCC engineers reported that no serious daytime interference would be involved, but that severe limitations at night would result if both stations were allowed to operate fulltime. Both applicants originally sought fulltime use of 1170 kc, but Valley Broadcasting amended to ask limited-time or daytime operation, according to FCC spokesmen, who said Valley's grant was made on condition that it operate daytime only.

General partners in Valley Broadcasting are Mr. Barker and Claribel Barker, drama publicist, with the following limited partners, according to FCC records: T. H. Canfield, attorney; Opal Canfield, and Charles M. O'Brien Jr., candy distributor.

San Diego Principals

Finley-McKinnon is composed of Clinton D. McKinnon, California newspaper publisher, now owner of *San Diego Daily Journal*, and Larry Finley, formerly in the jewelry business, now a partner in Larry Finley & Assoc., Los Angeles, sales consultants and watch importers. Mr. Finley owns 65% of the broadcasting firm and Mr. McKinnon owns 35%.

Two partners experienced in religious activities, Herbert W. Brown and David A. Brown, doing business as Central Valley Radio, were authorized to build a Lodi, Calif., station to operate on 1570 kc with 250 w, daytime only. Herbert W. Brown, formerly with Colgate-Palmolive-Peet Co. and more recently associated with Nazarene Church of the Air, has 15 years' background in advertising. David Brown, formerly with Sears-Roebuck at Pasadena, later was associated with Rev. J. R. Morse in "Evangelistic Party" and has since been assistant pastor of Calvary Revival Tabernacle, Sacramento. They propose a program schedule including 50% entertainment, 19% news, 10% religious programs. The Browns are equal partners.

Bethlehems' Globe Publishing Co. (*Bethlehem Globe*) was granted a permit for a new daytime station at Bethlehem, Pa., to operate on 1100 kc with 250 w. President D. H. Brillhart owns 17.5% interest. Other stockholders: John S. Adams, 18.75%; Pauline H. Adams, 12.5% as individual and 9.25% as trustee; Evelyn W. Brothers, 12.5%; R. L. Adams, 9.5%. The firm also holds a permit for an FM station at Bethlehem.

Construction permit for a 1-kw daytime outlet on 810 kc at McKeesport, Pa. was granted Tri City Broadcasting Co., of which Edward J. Hirshberg, stockholder in J. Hirshberg Co., is president and owns approximately 22% interest. Similar interest is held by Lee Hirshberg, manager of a furniture company. Robert K. Werner, warehouseman, and Ruth E. Werner jointly own approximately 11%, and similar interest is owned by Harry P. Samuels, owner of a shoe store. Lesser interests are held by several stockholders.

Authority to operate a fulltime station at Visalia, Calif., on 1400 kc with 250 w, was granted D. O. Kinnie, owner of a Visalia automobile agency.

Leo H. Beckley, an army veteran, formerly engaged in advertising work, and Louise Beckley, doing business as Beckley Radio Co., were authorized to build a new daytime station at Mount Vernon, Wash., operating with 500 w on 1430 kc. FCC said each partner had 50% interest in the firm.

CAB Board Meets on Tuesday To Decide Service's Future

DEMANDS OF ADVERTISERS, agencies and broadcasters for a clarification of the radio research picture, particularly as it concerns the program rating services offered by the Cooperative Analysis of Broadcasting and C. E. Hooper Inc., may be answered tomorrow (April 2) when the CAB Board of Governors meets in New York to receive the report of a three-man committee appointed to study the problem and to recommend a course for CAB operators in the future.

Committee members are Edgar Kobak, president of Mutual, for the broadcasters; Robert F. Elder, assistant to the president of Lever Bros., for the advertisers, and Thomas D'A. Brophy, president of Kenyon & Eckhardt, for the agencies. They reportedly had completed their report by last week, but what is in it was not revealed. Radio researchers were betting, however, that the prime recommendation will be that the CAB withdraw from the program rating business.

Whether the board will adopt such a recommendation is another question mark. It seemed certain, however, that if the CAB should decide to continue its program ratings, the operation would have to be on a considerably reduced scale, for purely financial reasons. The four major networks which have shouldered a large part of the CAB expenses are understood to have notified the CAB that they are unwilling to continue this support.

Back of the present CAB crisis is a situation that has been building for the last two years, ever since the CAB dropped its recall method of collecting listening data and adopted the coincidental telephone technique used by Hooper. Two rating services based on the same technique confused many subscribers who could not understand why they did not produce identical ratings and which, if either, produced the right ones.

Murmurs of dissatisfaction have grown to roars of late, due largely to increased assessments levied by the CAB to meet its expanded survey operations from 33 to 81 cities, its increased reporting including a pocketpiece and other new activities which called for a larger staff, more office space and generally increased cost of operation.

"Why," subscribers have asked, "should we support two coincidental telephone program rating services?" The CAB board on Tuesday is expected to provide an answer.

RYAN SPIKES RUMOR OF RADIO ACADEMY

SPIKING as untrue reports that he had announced assurance of an Academy of Radio Arts and Sciences under NAB auspices, William B. Ryan, general manager of KFI Los Angeles, and NAB 16th District Chairman, declared Friday that he has no authority to speak for the trade organization or radio industry. Mr. Ryan denied issuing such official statements of assurance to Hollywood trade publications.

"The unauthorized published reports quoting me reflect only my personal opinion, expressed in casual discussion," Mr. Ryan said. "I did not give out any such statement for publication, nor do I have any authority to speak for the industry on this or any other industry-wide move which is subject to approval of the NAB board.

"The committee on awards of which I was appointed chairman by President Justin Miller, had a preliminary meeting in January and cannot meet again until just prior to the NAB directors meeting beginning May 6 in Washington. Following this committee meeting, a report and recommendation will be made to the board of directors. Vote of the directors will determine NAB policy."

WLW Opens Safety Show

DETAILS of WLW Cincinnati's new *Doodlesockers, Your Automobile Safety Show*, broadcast Wednesdays at 11:30 p.m. effective March 27, were worked out by this advisory council composed of representatives of automotive supply companies, the automobile industry, and WLW. Interviews by WLW's Sid Ten Eyck emphasize careful driving and careful upkeep of cars. Shown (l to r): Seated, Robert Preston, Standard Oil Co.; Edward F. Hanger and Ralph McGrew, Western Auto Supply Co.; E. L. Heger, Pure Oil Co.; T. C. Kase, Socony-Vacuum Oil Co.; A. F. Eissler, Studebaker Corp.; R. W. Stewart, Firestone Tire & Rubber Co.; J. H. Folsom, Oldsmobile Division, General Motors. Standing, J. C. Sandner, WLW coordinator of merchandising; Sid Ten Eyck; M. N. Terry, WLW director of promotional activities.

Width of Color Video Band Influences Adaptability of AT&T Coaxial Cable

WILL American Telephone & Telegraph Co.'s coaxial cable carry color television of the CBS type as well as low-frequency black and white video?

A definite answer to this question, raised frequently by broadcasters, is not yet available, according to CBS and AT&T officials.

CBS, however, is nearing the end of a series of tests with the transmission of wide-band color video in the ultra-high frequencies both by coaxial cable and by radio relay.

AT&T spokesmen said they had made no tests, but that the answer would depend upon several factors, one of the principal of which is the band-width necessary—or desirable—for color transmission.

AT&T's present cable will handle a band of approximately 3 mc. In engineering circles it is felt that if this channel will deliver a satisfactory signal for what is licensed as a 6-mc band in black and white, then the much wider band used in color tests (about 10 mc) might be compressed into a 5 or 6 mc channel without too much loss, following much the same principle as in sound radio. There has been no indication, however, of what band width ultimately will be found necessary or desirable for color transmission.

The general conclusion is that the terminal equipment and repeater apparatus used with the present coaxial cable will have to be improved to handle a much wider band width. AT&T is reported at work on developments toward this end.

FCC GROUP VISITS RCA AND CBS TODAY

TO INSPECT latest developments in television, a delegation from the FCC, including all members of the Commission, was scheduled to leave Washington this morning to visit RCA laboratories in Princeton, N. J., and CBS New York facilities.

Headed by Acting Chairman Denny, the group includes Comrs. Jett, Walker, Wakefield and Durr; Commissioner - designate Hyde; George P. Adair, chief engineer; Harry Plotkin, assistant general counsel; Vernon L. Wilkinson, assistant general counsel; Norman Jorgensen, assistant general counsel; William J. Norfleet, chief accountant; Walter E. James, special counsel to the Chairman; John A. Willoughby, assistant chief engineer in charge of broadcasting; James A. Barr, engineer, standard broadcast division; Curtis B. Plummer, engineer, television division; Cyril M. Braum, engineer, FM division; and Virgil R. Simpson, assistant to the chief engineer.

The group planned to arrive in Princeton Monday in time for lunch and to witness an RCA video demonstration in the early afternoon. The delegation was to arrive in New York between 4 p. m. and 5 p.m. to observe CBS color developments. Most of the group was to be back in Washington by Tuesday morning.

Order Realty Discs

SERIES of four transcriptions on the housing situation is being produced for National Assn. of Real Estate Boards, which is submitting them to 25 local boards for possible sponsorship. These local boards have ordered the discs, according to Walton Onslow, association director: Kansas City (Mo.), Flint, Savannah, Baltimore, Salt Lake City, Akron, Indianapolis, Memphis, Louisville, Steubenville, Ann Arbor, Birmingham, Tacoma, New Jersey State Assn.

BMB GIVES ANSWER ON CHICAGO STAND

HUGH FELTIS, president of BMB, publicly admitted that "at least ten" independent Chicago stations would not come into BMB membership because "the bureau has refused to go below 10% of the audience in its computations."

Speaking at the Monday session of the 9th NAB district meeting, in Chicago, Mr. Feltis declared that BMB had met all requests of the Chicago independent stations except this provision and had refused to meet the 1% demands of the stations because "it was impractical, not only for the survey, but for the broadcasters themselves."

Since the conception of BMB, Mr. Feltis pointed out, the Chicago independent stations have "persistently" refused to recognize his contention that a listener audit of 10% would provide "fully as accurate and complete information as is possible to obtain."

In October, John Carey, commercial manager of WIND, on behalf of several Chicago independent stations, addressed a request to BMB for the 1% audit, as well as requests to drop "tertiary" to indicate a station's most advanced listening area, and "circulation" as pertains to the bureau's findings on the number of radio homes and listening habits.

BMB conceded the latter two points and, he declared, "actually had bent over backwards to be of service." He expressed the view that the stations' refusal to subscribe to BMB was "a big mistake."

* * *

FINAL WEEK before the April 1 deadline set by BMB for the acceptance of subscriptions to its first nationwide survey of radio station audiences produced a flood of contracts from broadcasters at BMB headquarters, which, as of Thursday reported a total of 704 up from 673 in less than a week as contracts flooded in to BMB New York headquarters.

New subscribers include: WEBC WEAU WJMC WMFG WHLB KWLM WAGM WGAC WBCM KTKC KLRA WMBI WSTP WEEU KOVC KDON KCOK WLEE WFNC WFHR WMLT WKEU WMBO WHP WFVA WSLB KAVE WCOU WBTA WCAL KGCX KVOP KWFC WLAT WGIL KNEL KWK WXYZ WOOD WHLN WHCP WPAD WSON.

Mueller on WABD

C. F. MUELLER Co., Jersey City (macaroni), April 15 presents first sponsored program on WABD New York from new DuMont television studios located in John Wanamaker Department Store, New York. Titled *Let's Have Fun*, 9-9:30 p. m. show will feature Walter Abel, motion picture star, as m. c. and the six Goldwyn Girls, who are being brought to New York from Hollywood for this and other appearances. Agency handling account is Duane Jones Co., New York.

SERVING RICH 4th TEXAS' CITY

KGBS

Harlingen "Hub of the Valley"

The Only CBS OUTLET FOR TEXAS' LOWER RIO GRANDE VALLEY

McHenry Tichenor, Pres.
Troy McDaniel, Mgr.

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STATION
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IN CANADA'S
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1000 WATTS
GOING TO 5000
Mutual Network
REPRESENTED BY
WEED and Co.

WLW
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THE NATION'S
MOST
MERCHANDISE-ABLE
STATION

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ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD
a "must" to cover the great Metro-
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UN Opening Sessions Covered In Detail by Four Networks

TO U. S. RADIO last week came an opportunity that its most visionary apostles could not have imagined. Fourteen men assembled in a Bronx gymnasium to discuss openly and for all the world to hear the disputes which were making the newly-won peace a shaky thing.

From the moment Dr. Quo Tai-Chi, Chinese chairman, opened the session, the United Nations Security Council was either on the air or available to it. The flipping of a switch or two could transplant the gravely significant meeting to a living room in Keokuk. How often were the switches flipped? The answer was to be found in part at least in a look at network schedules:

Opening Session

March 25, opening day of the session which was confined to the reading of greetings from such widely varied officials as the President of the United States and the president of the Burrough of the Bronx, only MBS and CBS carried the 50-minute session in its entirety. ABC carried the speech of Secretary of State James F. Byrnes. NBC carried no live pickup of the session.

Additional direct pickups on Monday from Hunter College, site of the meeting, where elaborate studios and broadcasting facilities were installed, included: ABC, total of one hour composed of several different pickups from commentators on the scene; MBS, 15 minutes preceding the opening of the session; CBS, 15 minutes preceding the session plus a short spot on a regularly scheduled news show; NBC, 44 minutes of pickup from commentators.

Apparently fearful lest Tuesday's session should prove as dull entertainment as Monday's day of greeting, networks carried practically no broadcasts from the floor. All picked up newsmen or commentators at the Council for reports of the proceedings, but Mutual, the one which devoted the most time to direct broadcasts, carried only 48 minutes.

By Wednesday the tension of the Council session, increasing hourly as Russia's Andrei Gromyko continued to resist the Council's proposal to examine the Russian-Iranian dispute, was obvious.

Wednesday afternoon networks performed as follows: ABC, 12:30-12:45, report from the Council by Martin Agronsky; 4:15-4:30, report from Mr. Agronsky and other ABC commentators; 5:23, bulletin announcing Mr. Gromyko's withdrawal from the Council; 11, spot on *News of Tomorrow*.

CBS, 4:25-4:30, Charles Collingwood; 5:21, bulletin on Mr. Gromyko's withdrawal; 6:25-6:27 spot; 8:55-9, Bill Henry.

MBS, 5:30, bulletin on Mr. Gromyko's withdrawal; 6-6:15, roundup report from several commentators; 11:30-11:55, transcriptions of speeches from the floor.

NBC, 5:20-5:45, pickup from council floor including Mr. Gromyko's withdrawal; 6-6:47 floor pickup; 7:15, spot on *News of the World* and 7:45-8, H. V. Kaltenborn broadcasting from Hunter College.

The popular commentators on all networks gave considerable attention to the Security Council proceedings in their regularly scheduled broadcasts, but only those programs listed above originated at the Council chamber.

Meanwhile, New York independent stations, and NBC's WEAF, gave fuller coverage to the Council. The municipally-owned WNYC carried the proceedings in their entirety. WMCA carried Monday's and Tuesday's sessions in entirety, most of Wednesday's and fed KFWB Los Angeles. WLIB New York fed KYA San Francisco and KLAC Los Angeles with most of the sessions. Although other New York stations did not broadcast all the proceedings, their schedules were mostly heavier than those of the networks.

HEARING ON TOWER BILL SET APRIL 4

PUBLIC HEARINGS on a bill to prevent construction of television towers in residential areas in the District of Columbia will be held April 4 before a judiciary subcommittee of the House District Committee.

Rep. John L. McMillan (D-S. C.), chairman of the District Committee, introduced the bill (HR-5867) last Monday to amend the law which governs the height of buildings in Washington, on complaint of residents in the vicinity of Brandywine & 40th Sts., site of the proposed Bamberger Broadcasting Service (WOR) television station, which was granted early last month by the FCC [BROADCASTING, March 11].

Residents of the area previously had lost a fight in the Washington Zoning Commission to prevent location of the television tower in their neighborhood. They contended their lives and properties would be endangered by the tower.

The McMillan bill would prohibit "antenna towers for radio or television" in a "residential use district" in Washington. Opponents of the measure pointed out that it might well deter not only television in the nation's capital but FM and standard broadcasting also.

McClung Seeking Control of Three Stations in Application Before FCC

CONTROL of all three of the McClung stations in California would be vested in General Manager Hugh McClung and his wife, Mickey, under terms of sales contracts reported by the FCC last Wednesday.

An application was filed seeking Commission consent to the transfer of one-third interest in KYOS Merced from the estate of his brother, the late Ray McClung, to Hugh McClung for $51,000, conditioned upon FCC's approving the sale of one-sixth of KHSL Chico and KVCV Redding to Mrs. Mickey McClung for another $51,000.

Seller in both instances is Mrs. Marjory McClung, widow of Ray and executrix of his estate. Ray McClung died in 1939.

Hugh McClung now owns one-third and is president as well as general manager of KYOS. Since he would gain control by purchase of his late brother's interest, this proposed sale is being advertised for competitive bids under the FCC's Avco plan. He and his wife together control Golden Empire Broadcasting Co., licensee of KHSL and KVCV, he owning approximately 41% and his wife 25%. With her purchase of Ray McClung's one-sixth interest, Mrs. Mickey McClung's holdings would match her husband's 41%-plus.

The remaining interests in all three stations—one-third of KYOS and one-sixth of KHSL and KVCV—are owned by Peter McClung, father of Hugh.

The McClung family formerly were associated in the publishing business and owned stock in KWLK Longview, Wash. and KMYC Marysville, Calif. KYOS operates on 1490 kc with 250 w fulltime. KHSL operates with 1 kw on 1290 kc while KVCV is assigned 1230 kc with 250 w, both fulltime.

Details of the proposed KHSL-KVCV sale were incorporated in the KYOS application, since controlling interest is not involved.

Meanwhile, the Commission was asked to approve the transfer of approximately 23% interest in Sun Publishing Co., licensee of WTJS Jackson, Tenn., from Mrs. Sally P. Pigford, executrix, to herself as beneficiary under the will of her husband, the late C. E. Pigford. Mrs. Pigford already owns 35% in the licensee. No money is involved. WTJS operates on 1390 kc with 1 kw fulltime.

Ray Henle to WOL

RAY HENLE, ABC commentator, and also head of the Washington bureau of West Virginia Network, has joined WOL, Cowles outlet for Washington and Mutual affiliate. On April 8 he starts local news commentary, Mon.-Fri. 6:15-6:30 p. m., from Senate Radio Gallery. Show is titled *Congress Today* and is sponsored by National Small Businessmen's Assn.

Clarification of Libel Responsibility Possible Result of Dempsey Charges

NEED for court clarification of radio's responsibility for libel was seen last week as a result of revocation proceedings filed with the FCC by Gov. John J. Dempsey of New Mexico against KOB Albuquerque, charging the station with carrying programs "containing false, defamatory and scurrilous allegations and charges."

Gov. Dempsey's action was regarded by New Mexico newspapers as a matter which concerns freedom of press and radio and which does not come within the purview of the Commission. Terming the action a device to stop editorial attacks, the newspapers believe that Gov. Dempsey, in charging "offensive and scandalous" statements broadcast over KOB, should seek remedies in court.

The *Santa Fe New Mexican*, viewing the proceeding in the background of a personal and political feud between the Governor and T. M. Pepperday, owner of the station and publisher of the *Albuquerque Journal*, fears that the case will be fought out on extraneous issues, with the public as the victim.

Noting the Governor's questioning of "the propriety of broadcasting political criticism at a time when no political campaign is in progress," the newspaper declares:

"We can see no merit in that line of reasoning, but federal bureaus have a way of doing things to suit themselves. And if FCC should agree to such an argument, it would infringe upon one of the American citizen's most cherished freedoms."

'Spite' Move

The *Carlsbad Daily Current-Argus*, a Democratic newspaper, felt the Governor's action was a "spite" move. "He seeks to muzzle the radio station," it declared, "which has permitted broadcasts pointing out flaws and weaknesses, and alleged irregularities in his administration, and judging from his revengeful attitude his next step would be to 'hush' newspapers which have opposed him."

The *Current-Argus* feels that some of the "political ranting" by Larry Bynum, editor of the *New Mexico State Record*, over KOB "hit a new low in poor taste," but, it declares, if the Governor had been libeled by Mr. Bynum or by the station "his proper recourse is through the courts as anyone knows."

The *Las Vegas* (N. M.) *Daily Optic* welcomed an extension of the controversy to determine radio responsibility for libel under state laws. "Heretofore," it pointed out, "the offense of libel has been largely associated with publication or printing but not as to public speech . . . Radio has given slander a much greater field of coverage than possible in conversation or localized speech. But neither state nor federal laws have kept pace with this development."

The *Daily Optic* declares it would be "not only proper but expedient" for the Governor to accept the challenge of Mr. Pepperday to take the matter to court.

Case Merits Doubted

The *Raton Daily Range* called Gov. Dempsey's petition to the FCC "ridiculous" and possibly indicative of doubts by the Governor of the merits of his case if it were brought before a court. Expressing doubt the FCC will give the petition "a serious thought," the newspaper asserts:

"If the Commission were to grant our Governor's request then the *Range* and every other newspaper in the country could expect to go to press each day with a government censor standing at the pressman's elbow checking each word to be certain that nothing 'defamatory' about the governor —or any other government official—appeared in print."

Governor Dempsey and Mr. Pepperday are said to have known each other in New York before taking up residence in New Mexico. Mr. Pepperday supported Mr. Dempsey for Congress and for governor but refused to support his second term. Mr. Pepperday's newspaper and his station have recently charged the Governor with "beating the drums" for rock asphalt from Oklahoma for use on state roads despite objections of the U. S. Public Roads Administration. The *Albuquerque Journal* charged that Gov. Dempsey has been president of the company that owned the asphalt mine which supplied material to the state.

Meanwhile, W. Theodore Pierson, counsel for KOB, was preparing to file comments with the FCC in reply to the Governor's petition, filed by William J. Dempsey, his son.

CBS, Movie Cameramen Wrangle at UNO Meet

WRANGLING between two rival unions, one of which represents CBS newsreel cameramen, at the United Nations Security Council last week became almost as hectic as the Russian-Iranian dispute on the Council floor.

The business agent of Local 52, International Alliance of Theatrical Stage Employes, representing motion picture cameramen, threatened to pull all newsreel men off the meeting if a CBS television camera crew, also shooting movies, continued to photograph the event. CBS cameramen are members of the International Brotherhood of Electrical Workers. Both are AFL. The threat was made for Thursday but the Council did not meet on that day in open session. By Thursday, meetings of representatives of IATSE, IBEW and UNO officials failed to produce a solution.

Aireon Gets Temporary For Rail Communication

SPECIAL temporary authority to operate 22 portable and 10 mobile low-frequency transmitters along the right-of-way of Kansas City Southern Railway for communication with moving trains was granted by the FCC last Wednesday to Aireon Mfg. Corp., Kansas City. Aireon spokesmen said the application and grant covered operations in effect for several months.

The portable transmitters, with maximum power of 6 w, are located at various wayside stations while the mobile transmitters, with maximum power of 50 w, are installed on five cabooses and five locomotives on the run between Kansas City, Mo., and Shreveport, La. The frequency 175 kc was assigned on a temporary basis only, and authority for the experiment was limited to three months. In event of interference to radio or wire communications service, the operations must be halted.

HOFFMAN ATTACKS COMMENTATORS

CALLING on Congress to "take some action to force the FCC to revoke the license of the American Broadcasting Co., Rep. Clare E. Hoffman (R-Mich.) on the House floor last week charged Walter Winchell, ABC commentator, and Quentin Reynolds, MBS commentator, with broadcasting "false" statements in violation of the Communications Act.

Rep. Hoffman told BROADCASTING later he would demand of ABC Mr. Winchell's time to answer the commentator's charges growing out of hearings on the Housing bill, and would petition the FCC to cite ABC to "show cause why the license of WJZ" New York should not be revoked. He said he would take up Mr. Reynolds' broadcast "in due time."

Rep. Hoffman quoted a broadcast by Mr. Winchell on March 17, then read from the hearing record, declaring: "By no distortion of what I said can it be even inferred that I charged that any individual veteran or that veterans as a class were either—and I quote— 'selfish' or 'greedy'."

He cited a broadcast by Mr. Reynolds in which the commentator allegedly referred to some members of Congress who failed to vote on the Housing bill as "miserable cowards," then added: "Let's remember their names when it comes time for reelection." Again Rep. Hoffman cited the vote record which, he asserted, did not bear out Mr. Reynolds' assertions.

Following the speech, Rep. Hoffman said: "Radio licensees must stop the dissemination of these false statements or Congress must take action. The Communications Act forbids the broadcast of false statements. It's up to the FCC to see that the law is enforced, and it's up to Congress to insist that the Commission do its duty."

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ACTIONS OF THE FCC

MARCH 22 to MARCH 28

Decisions . . .

MARCH 25
ACTIONS ON MOTIONS
By Comr. Durr

Peterson & Co., Lexington, Ky.; The Central Ky. Bcstg. Co., Lexington; Garvice D. Kincaid, Lexington—Ordered that hearing on these applications be postponed from March 25 to April 24.

Calif. Broadcasters Inc., Bakersfield, Calif.—Granted motion to dismiss without prejudice application for new station.

KSUB Cedar City, Utah—Granted motion requesting substitution of four persons for persons named in Commission order of Feb. 28 authorizing the taking of depositions by movant on March 8 and 9, upon its application for construction permit.

MARCH 26
AM—1280 kc

WGBF Evansville, Ind.—Decision announced denying application for renewal of license. Decision, under multiple ownership rule, is subject to six months extension of license to permit orderly disposition of station.

MARCH 27
FM—Conditionals

Commercial FM Grants—Issued conditional CPs for commercial FM facilities to 13 applicants, bringing total number to 375. (See story and list on page 81.)

FM—No Channel

Great Trails Bcstg. Co., Dayton; Radio Voice of Springfield Inc., Springfield, Ohio—Order adopted denying joint petition requesting alternative grant if Sec. 3.240 of Rules does not preclude granting applications.

FM—Conditional

Frank R. Pidcock Sr., Moultrie, Ga.—Granted assignment of conditional grant to John F. Pidcock in line with assignment of AM station WMGA granted last Nov. 28.

AM—1400 kc

D. O. Kinnie, Visalia, Calif.—Granted CP new station 1400 kc 250 w unlimited.

AM—1430 kc

Leo H. Beckley and Louise Beckley, d/b as Beckley Radio Co., Mt. Vernon, Wash.—Granted CP new station 1430 kc 500 w daytime only.

AM—810 kc

Tri City Bcstg. Co., McKeesport, Pa.—Granted CP new station 810 kc 1 kw daytime only.

AM—1540 kc

P. C. Wilson, Canton, Ohio; W. J. Marshall, Cleveland—Adopted orders designating for hearing in consolidated proceeding the application of P. C. Wilson and W. J. Marshall, both seeking new station 1540 kc 1 kw daytime only.

AM—580 kc

Middle West Bcstg. Co. Inc., St. Paul, Minn.; LaCrosse Bcstg. Co., LaCrosse, Wis.—Adopted orders designating for hearing in consolidated proceeding the application of Middle West Bcstg. Co. Inc., for new station 580 kc 1 kw night, 5 kw to local sunset, directional antenna day and night; and the application of LaCrosse Bcstg. Co. for new station on 580 kc 5 kw, directional antenna, unlimited time.

AM—1570 kc

Herbert W. Brown and David A. Brown, co-partners d/b as Central Valley Radio, Lodi, Calif.—Granted CP new station 1570 kc 250 w daytime; granted subject to filing Form 305 regarding equipment changes.

AM—770 kc

KXA Seattle, Wash.—Granted consent to voluntary assignment of license from American Radio Telephone Co. to KXA Inc., newly-formed corporation, for a consideration of $200,000 for the 1,000 shares of outstanding capital stock.

AM—1460 kc

WOKO Albany, N. Y.—Upon Commission's motion, ordered special temporary authority extended to 3 a.m., June 1, 1946.

AM—1240 kc

WBAX Wilkes-Barre, Pa.—Upon Commission's motion, ordered special temporary authority extended to 3 a.m., June 1, 1946.

AM—1340 kc

WMLT Dublin, Ga.—Granted consent to voluntary assignment of license from assignor partnership (George T. Morris and J. Newton Thompson, to assignee, an individual (George T. Morris), d/b as Dublin Bcstg. Co. for consideration of $16,550 to Thompson for his one-half interest.

AM—1590 kc

Ojai Bcstg. Co., Ventura, Calif.; Walter L. Edwards, Porterville, Calif.—Adopted orders designating for hearing in consolidated proceeding applications of both, seeking new stations on 1590 kc 1 kw unlimited.

AM—1530-1540 kc

N. J. Rahall et al d/b as Allentown Bcstg. Co., Allentown, Pa.; Patrick Joseph Stanton, Philadelphia—Adopted order for hearing in consolidated proceedings, the former seeking new station on 1540 kc 1 kw daytime only, the latter seeking new station 1530 kc 10 kw, daytime hours of operation only.

AM—1110 kc

The Bethlehems' Globe Publishing Co., Bethlehem, Pa.—Granted CP new station 1110 kc 250 w, daytime only.

AM—1170 kc

Valley Bcstg. Co., San Jose, Calif.—Granted CP new station 1170 kc 5 kw daytime.

AM—1170 kc

Finley-McKinnon Bcstg. Co., San Diego, Calif.—Granted CP new station 1170 kc 5 kw unlimited.

AM—830 kc

WNYC New York—Granted extension of special service authorization for a period of six months to operate additional time between the hours of 6 a.m. EST and sunrise at New York, N. Y., and between the hours of sunset at Minneapolis, Minn., and 10 p.m. EST.

AM—860 kc

Northern Virginia Broadcasters Inc., Arlington, Va.—Granted petition requesting that its application for new station to operate on 860 kc 1 kw daytime be designated for hearing in consolidation with applications of The A. S. Abell Co. for new station at Baltimore, Md., to operate on 850 kc 1 kw daytime, and of Berks Bcstg. Co. (WEEU) to change its hours of operation from daytime to unlimited, install new transmitter and directional antenna for night use, and change transmitter location of station operating on 850 kc.

AM—1050 kc

Northern Kentucky Airwaves Corp., Covington, Ky.; Northern Kentucky Radio Corp. Inc., Covington—Designated for consolidated hearing applications of Northern Kentucky Airwaves Corp. and Northern Kentucky Radio Corp. Inc. for new stations at Covington, Ky., both seeking 1050 kc 250 w daytime.

AM—1230 kc

Dickinson Radio Assn., Dickinson, N. D.; Dickinson Publishing Co., Dickinson—Designated for consolidated hearing applications of Dickinson Radio Assn. and Dickinson Publishing Co. for new stations at Dickinson, N. D., both seeking 1230 kc 250 w unlimited time.

AM—820 kc

Ranulf Compton, Camden, N. J.—Granted petition requesting that application of Ranulf Compton for new station at Camden, N. J., to operate on 820 kc 1 kw daytime, be designated for hearing in consolidated proceedings heretofore set for Camden Bcstg. Co., Camden, N. J., to operate on 820 kc 1 kw daytime, and other Pennsylvania applications.

AM—1330-1340 kc

Sam J. Ripps and Joseph Gardberg, d/b as Mobile Bcstg. Co., Mobile, Ala.—Designated for hearing application of Mobile Bcstg. Co. for new station at Mobile, Ala., to operate on 1330 kc 5 kw, directional antenna, in consolidated proceedings with applications of Gulf Bcstg. Co. Inc. and Burton Bcstg. Co., both requesting new stations in Mobile, Ala., to operate on 1340 kc 250 w unlimited.

AM—1340 kc

Citizen's Bcstg. Co. Inc., Abilene, Tex.—Granted petition requesting that application of Citizen's Bcstg. Co. Inc. for new station at Abilene, Tex., to operate on 1340 kc 250 w unlimited, be designated for hearing in consolidated proceeding with applications of Abilene Bcstg. Co., for new station at Abilene, and Westex Bcstg. Co. for new station at San Angelo, Tex., requesting the same facilities.

AM—790 kc

Eugene Broadcasters Inc., Eugene, Ore.—Designated for hearing application for new station to operate on 790 kc 500 w night, 1 kw LS.

AM—1340 kc

Livingston Broadcasters, Livingston, Mont.; Yellowstone Amusement Co., Livingston—Designated for hearing in consolidated proceeding applications of Livingston Bcstg. Co. and Yellowstone Amusement Co., both requesting new station in Livingston to operate on 1340 kc 250 w unlimited.

AM—1490 kc

Jackson Bcstg. Co., Jackson, Tenn.; Hub City Bcstg. Co., Jackson; George Arthur Smith, Jackson—Designated for hearing in consolidated proceeding applications of Jackson Bcstg. Co., Hub City Bcstg. Co. and George Arthur Smith for new stations to operate on 1490 kc 250 w unlimited.

AM—1150-1600 kc

KSAL Salina, Kan.; WOOP Inc., Dayton, Ohio—Designated for hearing applications of KSAL Inc., Salina, Kan., for construction permit to increase power to 5 kw, install new transmitter and directional antenna (for night use), and change transmitter location, using frequency 1150 kc, and application of WOOP Inc. for new station at Dayton, Ohio, to operate on 1600 kc 5 kw unlimited time, to be consolidated with proceedings of Northwestern Ohio Bcstg. Corp., Lima, Ohio, and Fostoria Bcstg. Co., Fostoria, Ohio, heretofore designated.

AM—1340-1230 kc

Williamsport Radio Bcstg. Assoc., Williamsport, Pa.—Designated for hearing application of Williamsport Radio Bcstg. Assoc. for new station at Williamsport, Pa., to operate on 1340 kc 250 w unlimited, to be consolidated with proceedings of Joseph T. Connolly, George Lewis and David P. Gullette requesting the same facilities, and of Penn Lincoln Bcstg. Co. Inc., for new station at Williamsport, Pa., to operate on 1230 kc 250 w unlimited.

Developmental

W4XCT Chattanooga, Tenn.—Granted CP change transmitter location of developmental broadcast station from Lookout Mountain Hotel, near Chattanooga, to Fairmont Road, near State Highway 8, Signal Mountain, Tenn.

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MARCH 28
By Administrative Board
AM—600 kc

KSJB Jamestown, N. D.—Granted modification of CP, which authorized increase in power, installation of new transmitter and directional antenna, and change transmitter and studio locations, to install new type of transmitter.

AM—1450 kc

WDAD Indiana, Pa.—Granted license to cover CP, as modified, which authorized a new standard broadcast station; granted authority to determine operating power by direct measurement of antenna power.

AM—1450 kc

WAGC Chattanooga, Tenn.—Granted license to cover CP which authorized a new standard broadcast station; granted authority to determine operating power by direct measurement of antenna power.

Developmental

W9XEV Glenwood, Ind.—Granted license to cover CP, as modified, which authorized new developmental broadcast station.

AM—1490 kc

KOVC Valley City, N. D.—Granted CP install new antenna and ground system and change transmitter location.

By Comr. Durr
AM

Indiana Bcstg. Corp., Indianapolis—Granted petition for leave to intervene in proceeding on the application of Monona Bcstg. Co., Madison, Wisc., for CP.

AM—1480 kc

Radio Wisconsin Inc., Madison, Wis.; WHBC Canton, Ohio—Postponed consolidated hearing scheduled for March 29 and 30, in Madison, Wis., to April 29, 1946.

Applications . . .

MARCH 22

AM-1360 kc

WPPA Pottsville, Pa.—Modification of CP which authorized new station to specify type of transmitter, approval of transmitter, and approval of transmitter and studio locations.

AM-1400 kc

WTON Staunton, Va.—License to cover CP as modified for new station; authority to determine operating power by direct measurement of antenna power.

AM-1450 kc

WNVA Norton, Va.—License to cover CP as modified for new station and approval of studio location; authority to determine operating power by direct measurement of antenna power.

AM-1340 kc

WKZR Oil City, Pa.—License to cover CP as modified for new station; authority to determine operating power by direct measurement of antenna power.

AM-1150 kc

WOOP Inc., Dayton, Ohio—CP new station 1600 kc, 5 kw, directional antenna and unlimited operation—AMENDED: Change from 1600 kc to 1150 kc, install directional antenna, change transmitter location.

FM-Undesignated

Greater Huntington Radio Corp., Huntington, W. Va.—CP new metropolitan FM station on frequency to be assigned, coverage approximately 11,300 sq. mi.

AM-1350 kc

KCOR San Antonio, Tex.—License to cover CP for new station and change in studio location; authority to determine operating power by direct measurement.

AM-1240 kc

WMOX Columbus, Miss.—License to cover CP for new station; authority to determine operating power by direct measurement.

AM-1490 kc

WFCB Inc., Superior, Wis.—CP new station 1490 kc, 250 w, unlimited operation.

FM-100.9 mc

Mt. Vernon Radio & Television Co., Mt. Vernon, Ill.—CP new metropolitan FM station channel 265, coverage 10,900 sq. mi.

FM-Undesignated

Unity Bcstg. Corp. of Missouri, St. Louis—CP new metropolitan FM station on frequency to be assigned by chief engineer of FCC; authority to determine operating power by direct measurement.

AM-1490 kc

KWOR Worland, Wyo.—License to cover CP for new station; authorization to determine operating power by direct measurement of antenna power.

FM-Undesignated

The Jack Gross Bcstg. Co., San Diego, Calif.—CP new FM station on frequency to be determined by FCC and coverage to be supplied later.

Application received:

FM-44.5 mc

Gary Printing and Publishing Co., Gary, Ind.—CP new FM broadcast station 44.5 mc or as assigned, coverage 3,360 sq. mi.

Application dismissed:

FM—48.1 mc

The Philadelphia Inquirer, Philadelphia—CP new metropolitan FM station on 48.1 mc, coverage 12,850 sq. mi. (request of attorneys).

Applications Tendered for Filing:

AM-890 kc

Chesapeake Bcstg. Co. Inc., Washington, D. C.—CP new station, 890 kc, 5 kw, daytime hours of operation.

AM-820 kc

Ranuf Compton d/b as Radio WKDN, Camden, N. J.—CP new station, 820 kc, 1 kw, daytime operation.

AM-1040 kc

LCB Inc., Lorain, Ohio—CP new station, 1040 kc 1 kw, daytime operation.

AM-1110 kc

WBT Charlotte—Construct synchronous amplifier at Shelby, N. C., on 1110 kc power, 1 kw directional antenna and nighttime hours of operation.

AM-1000 kc

Goggan Radio Sales, a partnership composed of Benjamin F. Goggan Jr. and Howard E. Dennis, Henderson, Tex.—CP new station, 1000 kc 250 w and unlimited hours.

AM-1240 kc

Jessica L. Longston, C. V. Zaser, Edward Jensen & L. Bernice Brownlow d/b as Monta Broadcasters, Havre, Mont.—CP new station, 1240 kc 250 w, unlimited hours.

AM-1400 kc

Douglas D. Kahle, John L. Hitchcock, Wilbur E. Rocchio, general partners, and Warren D. Brainard, limited partner d/b as the Northern Colorado Bcstg. Co., Fort Collins, Colo.—CP new station, 1400 kc 250 w and unlimited hours.

AM-1510 kc

KGA Spokane, Wash.—CP increase from 10 kw to 50 kw, change transmitter location and make changes in directional antenna system.

Applications received:

Philip Weiss, tr/as Philip Weiss Music Co., Rutland, Vt.—CP new FM station to be operated on frequency and coverage to be determined.

Carter C. Peterson, Savannah, Ga.—CP new metropolitan FM station to be operated on frequency to be assigned by FCC and coverage to be determined.

Applications tendered for filing:

1340 kc

Bullard, Metcalf & Goodiette, Hazard, Ky.—CP new station 1340 kc 250 w and unlimited hours.

1260 kc

W. C. Lucas and Roy Cox d/b as Asheboro Bcstg. Co., Asheboro, N. C.—CP new station 1260 kc 1 kw and daytime hours.

1560 kc

El Paso Bcstg. Co., El Paso, Tex.—CP new station 1560 kc 500 w night and 1 kw day and unlimited hours.

1400 kc

J. O. Fly Sr., George F. Fly, Harvard P. Smith and Robert W. Rounsaville d/b as Shelbyville Bcstg. Co., Shelbyville, Tenn.—CP new station 1400 kc 250 w and unlimited hours.

1450 kc

Southern Bcstg. Co., Charleston, S. C.—CP new station 1450 kc 250 w and unlimited hours.

MARCH 22

AM-930 kc

WPAT Paterson, N. J.—CP change hours of operation from daytime to unlimited, increase power from 1 kw day to 5 kw day night, install directional antenna for day and night use and install new transmitter.

AM-1450 kc

The Middlesboro Bcstg. Co., Middlesboro, Ky.—CP new station to be operated on 1490 kc 250 w and unlimited hours—AMENDED to change frequency from 1490 kc to 1450 kc.

AM-560 kc

WFIL Philadelphia—C P increase power from 1 kw to 5 kw, install new transmitter and directional antenna for day and night use, and change transmitter location.—AMENDED: to change name of applicant from WFIL Bcstg. Co. to Triangle Publications Inc. (The Philadelphia Inquirer Division), change transmitter location and make changes in directional antenna system.

FM-93.1 mc

WMPS Inc., Memphis, Tenn.—CP new rural FM station to be operated on frequency to be assigned and coverage to be determined. AMENDED: to change frequency from "to be assigned" to Channel 226.

FM-Undesignated

Southern Oregon Bcstg. Co., Grants Pass., Ore.—CP new rural FM station to be operated on frequency to be selected by Chief Engineer of FCC—AMENDED: to specify class of station as rural.

Applications returned:

1240 kc

James R. Doss Jr., Decatur, Ala., Tuscaloosa, Ala.—CP new station, 1240 kc 250 w and unlimited hours.

1450 kc

James R. Doss Jr., Huntsville, Ala., Tuscaloosa, Ala.—CP new station, 1450 kc 250 w and unlimited hours.

1490 kc

James R. Doss Jr., Bessemer, Ala., Tuscaloosa, Ala.—CP new station, 1490 kc 250 w and unlimited hours.

Applications dismissed:

Video 54-60 mc

Unity Corp. Inc., Erie, Pa.—CP new commercial television station to be operated on channel No. 2, 54-60 megacycles and ESR of 1250 (Request of applicant).

Video 50-56 mc

WKY Radiophone Co., Oklahoma City, Okla.—CP new commercial television broadcast station to be operated on Channel No. 1, 50-56 megacycles and ESR of 2160. (Request of attorney).

FM Undesignated

Valley Broadcasting Co., a partnership composed of L. J. Duncan, Leila A. Duncan, Josephine K. Rawls, Effie H. Allen, Allen M. Woodall & Margaret Aird Pill, Columbus, Ga.—CP new metropolitan FM broadcast station, frequency to be assigned by FCC and coverage of 12,500 square miles. (Request of applicant).

Video 78-84 mc

Hearst Radio Inc., Milwaukee—CP new commercial television broadcast station to be operated on Channel No. 4, 78-84 megacycles and ESR of 1111. (Request of attorney).

Video 66-72 mc

KLZ Broadcasting Co., Denver, Colo.—CP new commercial television broadcast station to be operated on Channel No. 3, 66-72 megacycles and ESR of 1750 (Request of attorney).

Applications tendered for filing:

AM 1170 kc

Mattoon Bcstg. Co., Mattoon, Ill.—CP new station, 1170 kc, 250 w and daytime hours.

AM—1110 kc

Enterprise Publ. Co., Brockton, Mass.—CP new station, 1110 kc, 250 w and daytime hours.

AM—1340 kc

The Tri-State Bcstg. Co., Cumberland, Md.—CP new station 1340 kc 250 w and unlimited hours.

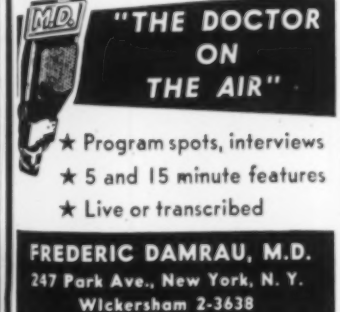
FM—Unassigned

Oneonta Star Inc., Oneonta, N. Y.—

(Continued on page 88)

FCC Revision

THE FCC last Tuesday announced a correction to its release of March 22 on the agenda of clear channel hearings so that the word "not" is inserted in the listing for April 26. Revised calendar for that date accordingly will read: "Presentation of testimony by parties *not* affiliated with Clear Channel Broadcast Service or Regional Broadcasters group."



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KFRO

LONGVIEW, TEX

VOICE OF EAST TEXAS

FCC Actions

(Continued from page 87)

CP new metropolitan FM station to be operated on frequency to be determined by chief engineer and coverage to be determined.

FM—Unassigned

Binghamton Press Co. Inc., Binghamton, N. Y.—CP new metropolitan FM broadcast station to be operated on frequency to be determined by chief engineer of FCC.

FM—Unassigned

WHOW Inc., Baltimore, Md.—CP new metropolitan FM station to be operated on frequency to be assigned by the FCC and coverage to be determined.

AM—1430 kc

The General Bcstg. Corp., Altoona, Pa.—CP new station 1430 kc 1 kw, directional antenna and unlimited hours.

AM—1050 kc

Mayfield Bcstg. Co. Inc., Mayfield, Ky.—CP new station 1050 kc 250 w and daytime hours.

AM—1400 kc

WSAM Saginaw, Mich.—CP to install synchronous amplifier at foot of East Crump Street, Bay City, Mich., to be operated on 1400 kc, with 100 w power, and unlimited time, synchronized with WSAM, Saginaw, Mich.

AM—970 kc

WICA Ashtabula, Ohio—CP change hours of operation from daytime to unlimited time, install directional antenna for night use—AMENDED: to change power from 1 kw day and night to 1 kw night and 5 kw day and change type of transmitter.

AM—1490 kc

WWSW Pittsburgh, Pa.—CP install new transmitter, directional antenna day and night use, change frequency from 1490 kc NARBA to 970 kc, increase power from 250 w to 5 kw, change transmitter location—AMENDED: re changes in directional antenna.

FM—Unassigned

The Derrick Publishing Co., Oil City, Pa.—CP new metropolitan FM broadcast station—AMENDED: to specify class of station as metropolitan and frequency to be assigned by FCC.

AM—590 kc

WGTM Wilson, N. C.—CP change from 1340 to 590 kc, increase power from 250 w to 5 kw, install new transmitter and directional antenna for day and night use, and change transmitter location—AMENDED: re changes in directional antenna.

AM—1340 kc

James A. Dick and William W. Crenshaw d/b as Paris Bcstg. Co., Paris, Tenn.—CP new station 1340 kc power of 250 w and unlimited hours.

AM—1400 kc

General Newspapers Inc., Gadsden, Ala.—CP new station 1400 kc 250 w and unlimited hours.

AM—610 kc

W. Albert Lee, Houston, Tex.—CP new station 610 kc 5 kw, directional antenna night and unlimited hours of operation.

FM—96.7 mc

Radio Columbus Inc., Columbus, Ga.—CP new metropolitan FM broadcast station to be operated on Channel No. 244.

AM—1340 kc

A. W. Langill, B. J. Colbert and I. E. Rasmus, co-partners, d/b as Eau Claire-Chippewa Bcstg. Co., Eau Claire, Wisc.—CP new station 1340 kc 250 w and unlimited hours.

AM—1290 kc

Cream City Bcstg. Co. Inc., Milwaukee—CP new station 1290 kc 250 w and daytime hours.

FM—105.1 mc

Courier-Times Inc., New Castle, Ind.—CP new community FM station, channel No. 286.

AM—850 kc

California-Nevada Bcstg. Co., a partnership composed of Hubert Q. Joucken and David McKay, Vallejo, Calif.—CP new station 850 kc 250 w and daytime hours.

AM—1400 kc

KGFL Roswell, N. M.—CP increase power from 100 w to 250 w, install new transmitter and make changes in ground system.

AM—1490 kc

Interstate Radio Inc., Moscow, Idaho—CP new station 1490 kc 250 w and unlimited hours. (Call letters "KRPL" reserved.)

AM—1240 kc

Pocatello Bcstg. Co., Pocatello, Idaho—CP new station 1240 kc 250 w and unlimited hours.

AM—1490 kc

J. Herbert Hollister, Boulder, Colo.—CP new station 1490 kc 250 w and unlimited hours. (Call letters "KBOL" reserved.)

AM—1450 kc

J. Herbert Holilster, Ft. Collins, Colo.—CP new station 1450 kc 250 w and unlimited hours.

AM—1390 kc

KSLM Salem, Ore.—License to cover CP which authorized installation of a new transmitter.

Application tendered for filing:

AM—1490 kc

Manatee Bcstg. Co., Bradenton, Fla. CP new station 1490 kc 250 w and unlimited hours.

MARCH 27

Developmental

Federal Telecommunications Labs Inc., New York—CP new developmental station on 88.5 mc with 250 w; 94.5 mc 10 w; 95.5 mc 10 w; unlimited hours.

Video—76-82 mc

WABD New York—CP specify frequency as channel 5, ESR as 838, make changes in antenna system and change studio location.

AM—1450 kc

WMOH Hamilton, Ohio—CP install new vertical antenna.

AM—1410 kc

WING Dayton, Ohio—Modification of CP for extension of completion date to July 14, 1946.

AM—1240 kc

WSLS Roanoke, Va.—Acquisition of control of licensee corporation by Shenandoah Life Insurance Co. Inc., through purchase of 160 shares common stock (40% outstanding) from Junius Parker Fishburn.

Experimental Video

W8XCT Cincinnati—Modification of CP as modified for extension of completion date to Oct. 28, 1946.

AM—1460 kc

WACO Waco, Tex.—Modification of CP to install new transmitter, move transmitter location 2600 ft. north of present location and extend commencement and completion dates.

AM—1230 kc

WCMA Corinth, Miss.—License to cover CP, as modified, for new station; authority to determine operating power by direct measurement of antenna power.

AM—680 kc

KABC San Antonio, Tex.—Modification of CP, as modified, for extension of completion date to July 8, 1946.

AM—900 kc

KLCN Blytheville, Ark.—License to cover CP which authorized installation of new transmitter.

AM—1240 kc

WENC Whiteville, N. C.—Modification of CP which authorized new station, for changes in type of transmitter, changes in vertical antenna and ground system, change transmitter location and to specify studio location.

FM—Unassigned

KWHN Bcstg. Co. Inc., Ft. Smith, Ark.—CP new rural FM station on frequency to be assigned in 100 mc band and coverage 15,000 sq. mi.—AMENDED: to change location of transmitter and specify class of station as rural.

AM—1590 kc

Santa Clara Bcstg. Co., San Jose, Calif.—CP new station 1010 kc 1 kw and daytime operation—AMENDED: re officers, stockholders and directors, and change frequency to 1590 kc.

Applications Returned:

FM—Unassigned

Gary Bcstg. Corp., Gary, Ind.—CP new community FM station on frequency to be assigned by FCC, coverage 1,734 sq. mi. (request of applicant).

AM—1480 kc

Gary Bcstg. Corp., Gary, Ind.—CP new station 1480 kc 1 kw daytime operation (request of applicant).

Applications Dismissed:

AM—740 kc

Angel Ramos, San Juan, P. R.—CP new station 740 kc 1 kw daytime hours of operation (request of attorney).

Applications Tendered for Filing:

AM—1450 kc

Edwin Mead, Miami, Fla.—CP new station 1450 kc 250 w unlimited.

AM—1370 kc

WCOA Pensacola, Fla.—CP increase from 500 w night 1 kw day to 5 kw day and night, change transmitter location and install directional antenna for night.

AM—1050 kc

WDZ Tuscola, Ill.—CP change transmitter and studio location from Tuscola to Decatur, install new antenna system.

AM—1260 kc

San Fernando Valley Bcstg. Co., San Fernando, Calif.—CP new station 1260 kc 1 kw directional antenna.

AM—680 kc

Jose Ramon Quinones, San Juan, P. R.—CP new station 680 kc 10 kw and unlimited hours—AMENDED: to change transmitter location.

AM—630 kc

Henry C. Putnam, John D. Keating and J. Elroy McCaw, a partnership d/b as The Island Bcstg. Co., Honolulu, T. H.—CP new station 630 kc 5 kw unlimited hours—AMENDED: to change type of transmitter and make changes in vertical antenna.

AM—610 kc

WHKC, Columbus, Ohio—CP increase from 1 kw to 5 kw, install new transmitter and make changes in directional antenna for night use—AMENDED: to make changes in directional antenna for night use.

AM—1110 kc

WBT Charlotte, N. C.—Modification of CP which authorized installation of a directional antenna for night use for extension of completion date to Nov. 4, 1946.

AM—1560 kc

El Paso Bcstg. Co., El Paso, Tex.—CP new station 1560 kc 500 w night, 1 kw day and unlimited hours.

AM—1450 kc

Ross & Co., a partnership, consisting of Edmund Key, III; Emerson H. Lee, Clark Ross Jr. and John Morton Taylor, Marshall, Tex.—CP new station 1450 kc 250 w and unlimited hours.

AM—1490 kc

Jackson Bcstg. Co., Jackson, Tenn.—CP new station 1240 kc 250 w and unlimited hours—AMENDED: to change frequency from 1240 to 1490 kc and make changes in transmitting equipment.

AM—1230 kc

Eastern Idaho Bcstg. and Television Co., Idaho Falls, Idaho (P. O. Post Register Building)—CP new station 1230 kc 250 w and unlimited hours.

Video—76-82 mc

Warner Bros. Bcstg. Corp., Hollywood—CP new commercial television station on Channel 5 and ESR of 1,050—AMENDED: to change transmitter location, make changes in antenna system and change ESR from 1050 to 12,170.

Video

W6XAO, Los Angeles—CP install new visual and aural transmitters, change aural emission from A3 to special for FM, increase visual power from 1 kw to 4 kw (peak) and aural power from 150 w to 2 kw and make changes in antenna system.

Tendered for filing:

AM—900 kc

Pilgrim Bcstg. Corp., Manchester, N. H.—CP new station 900 kc 1 kw and daytime hours.

AM—900 kc

I. and E. Bcstg. Co., Dayton, Ohio—

Hearings This Week

APRIL 1

Hearing, 10 a.m.

Middleboro, Ky.

Before Tyler Berry

Cumberland Gap Bcstg. Co., Middleboro, Ky.—CP new station 1490 kc 250 w; **E. P. Nicholdson Jr. & John Wallbrecht, a partnership d/b as Pinnacle Bcstg. Co., Middleboro**—CP new station 1490 kc 250 w.

APRIL 2

Consolidated Hearing, 10 a.m.

Federal Bldg., Boston

Before Comr. Durr

Columbia Bcstg. System Inc., Boston; Fidelity Bcstg. Corp., Boston; Matheson Radio Co. Inc., Boston; The Northern Corp., Boston; The Yankee Network Inc., Boston; Unity Bcstg. Corp. of Mass., Boston; Templetone Radio Mfg. Co., Boston; Massachusetts Bcstg. Co., Boston; Harvey Radio Labs Inc., Cambridge, Mass.; Raytheon Mfg. Co., Waltham, Mass.; Bierberback Bcstg. Corp., Waltham—All of the aforementioned seeking FM facilities.

Further Hearing, 10 a.m.

Washington, D. C.

Before Comr. Wakefield

FM Radio & Television Corp., San Jose, Calif.—CP new station 1370 kc 500 w night 1 kw day unlimited; **Broadcasters Inc., San Jose**—CP new station 1370 kc 1 kw night 1 kw day unlimited, directional antenna day and night; **United Bcstg. Co., San Jose**—CP new station 1380 kc 250 w unlimited; **DeHaven, Hall and Oats, Salinas, Calif.**—CP new station 1380 kc 1 kw unlimited; **Central California Broadcasters Inc., Berkeley, Calif.**—CP new station 1380 kc 1 kw night 1 kw day unlimited, directional antenna night.

APRIL 4

Further Hearing, 10 a.m.

Washington, D. C.

Ruth Braden Weber d/b as Escambia Bcstg. Co., Pensacola, Fla.—CP new station 1450 kc 250 w; **Gulfport Bcstg. Co. Inc., Pensacola**—CP new station 1450 kc 250 w.

CP new station 900 kc 1 kw and daytime hours.

AM—1230 kc

Upper Michigan-Wisconsin Bcstg. Co. Inc., Iron Mountain, Mich.—CP new station 1230 kc 250 w and unlimited hours.

AM—1340 kc

Alpena Bcstg. Corp., Alpena, Mich.—CP new station 1340 kc 250 w and unlimited hours.

AM—1450 kc

C. J. Wright, B. M. Wright & C. J. Wright Jr., d/b as Forrest Bcstg. Co., Columbia, Miss.—CP new station 1450 kc 250 w and unlimited hours.

AM—1340 kc

Thomas Henry Golding Sr., Thomas Henry Golding Jr., Emmet Holmes McMurry Jr. and Frank Wilson Baldwin, a partnership d/b as Radio Services Co. of Brookhaven, Miss., Brookhaven, Miss.—CP new station 1340 kc 250 w and unlimited hours.

AM—1390 kc

WTJS Jackson, Tenn.—Transfer of control of licensee corporation from Mrs. Sally P. Pigford, Executrix of the Estate of C. E. Pigford, deceased, to Mrs. Sally P. Pigford.

AM—1340 kc

Tennessee-Kentucky Bcstg. Co. Inc., Paris, Tenn.—CP new station 1340 kc 250 w and unlimited hours.

AM—1340 kc

Citizen's Bcstg. Co. Inc., Abilene, Tex.—CP new station 1340 kc 250 w and unlimited hours.

AM—1490 kc

Southwest Broadcasters Inc, Raton, N. M.—CP new station 1490 kc 250 w and unlimited hours (resubmitted).

AM—1240 kc

Carroll R. Hauser, Eureka, Calif.—CP new station 1240 kc 250 w and unlimited hours.

AM—1490 kc

KYOS Merced, Calif.—Consent to transfer of control of licensee corporation from Marjory McClung, executrix for the Estate of Roy McClung, to Hugh McClung.

MARCH 28

FM—97.5 mc

The Niagara Falls Gazette Publishing Co., Niagara Falls, N. Y.—CP new metropolitan FM station to be operated on Channel 248, or as assigned and coverage of 5042 sq. mi.

FM—Unassigned

The Tower Realty Co., Baltimore—CP new metropolitan FM station to be operated on frequency to be determined by FCC and coverage of 12,260 sq. mi.

FM—Unassigned

Lear Inc., Grand Rapids, Mich.—CP new FM station to be operated on frequency not specified and coverage of 7,200 square miles—AMENDED: to specify studio location and changes in antenna.

AM—990 kc

WNOX, Knoxville, Tenn.—Authority to determine operating power by direct measurement of antenna power.

FM—Unassigned

J. J. White, tr/as Greenville Bcstg. Co., Greenville, N. C.—CP new metropolitan FM broadcast station to be operated on frequency to be assigned by FCC and coverage to be determined.

FM—94.5 mc

Northern Bcstg. Co. Inc., Wausau, Wis.—CP new metropolitan FM broadcast station to be operated on Channel 233 and coverage of 13,750 sq. mi.

FM—Unassigned

Cannon & Callister Inc., Los Angeles—CP new metropolitan FM broadcast station to be operated on frequency to be assigned and coverage of 7,000 square miles.

Applications Tendered for Filing:

AM—860 kc

Charles A. Henderson, George J. Volger and Thelma Marie Volger, d/b as Muscatine Bcstg. Co. Ltd., Muscatine, Iowa—CP new station 860 kc 250 w and daytime hours.

AM—1240 kc

Albert E. Furlow, Frank G. Forward, Roy M. Ledford, Fred H. Rohr and Mary W. Hetzler, d/b as Silver Gate Bcstg. Co., San Diego, Calif.—CP new station 1240 kc 250 w and unlimited hours.

AM—1450 kc

Maz Thomas, d/b as Acadia Bcstg. Co., Crowley, La.—CP new station 1450 kc 250 w and unlimited hours.

AM—1490 kc

The Haverhill Gazette Co., Haverhill, Mass.—CP new station 1490 kc 250 w and unlimited hours.

PROTOTYPE of "community" radio towers is this 300-foot aluminum-faced structure to be built at Federal Telephone & Radio Corp. plant, Nutley, N. J., to house television, FM, pulse modulation and microwave communications for entire towns and cities [BROADCASTING, March 25]. Federal will use tower as laboratory.

CBC Sponsorship Ruling

SPONSORSHIP of any program by beer or wine advertisers continues to be prohibited in Canada outside Quebec Province, CBC board of governors has ruled. Statement to this effect, with particular reference to public service program *Ontario Holiday* sponsored by John Labatt Ltd., London, Ont., brewers, on CFRB Toronto, was made at Ottawa March 25 by CBC Chairman Davidson Dunton. Sponsorship of program as a contravention of CBC regulation 10f, forced sponsorship to be dropped [BROADCASTING, March 4] and program carried as a sustainer by CFRB thrice weekly. Representations to the board regarding regulation, following changes in beer and liquor advertising in Canada since regulation went into effect, were made before March 20 meeting of the board of governors by CFRB, John Labatt Ltd., Christian Social Council of Canada, Ontario Temperance Federation and Canadian Temperance Federation.

Program Form

(Continued from page 20)

apart as to their interpretations of commercial and sustaining programs."

Members of the radio subcommittee were asked to submit definite objections to the Commission's program form, together with constructive criticism. It was pointed out to broadcasters that the Budget Bureau is interested in coordinating the desires of FCC with the wishes of broadcasters and that somewhere along the line a happy medium should be reached.

Budget Bureau is studying various Commission forms with a view to recommending more simplicity. The FCC uses a variety of forms covering programs. Budget Bureau plans to ask the Commission to hit upon one efficient, uniform questionnaire and stick to it in the future.

60 Forms

All-told the FCC has some 60 forms to be filled out for all types of broadcasting, including common carrier, point-to-point, etc. Of that number some 30-40 are for commercial broadcasters. Pending before the Budget Bureau now is a proposed new Form 314, covering transfers of control. That form is said to be more complicated than the present one. Industry members will be asked to advise the Budget Bureau on that one, too.

A second meeting of the Radio Subcommittee will be called within a fortnight. At that time subcommittees will be named to study various phases of Commission questionnaires, such as those covering administrative, engineering, program analyses, etc., with a view to making recommendations to the Budget Bureau.

Under the Federal Reports Act of 1942 no Federal agency is permitted to conduct or sponsor the collection of information, upon identical items, from 10 or more persons unless the Budget Bureau has approved such plans or forms and regulations proposed. Because of the large number of Government questionnaires, Budget Director Harold Smith asked national business organizations to set up the Advisory Committee on Government Questionnaires to consult with the Bureau.

Last September the Radio Subcommittee was appointed with the following members: C. T. Lucy, WRVA Richmond; Charles Barham Jr., WCHV Charlottesville, Va.; Kenneth Berkeley, WMAL Washington; H. J. Brennen, WJAS Pittsburgh; Carl Burkland, WTOP Washington; Mr. Coy; John Elmer, WCBM Baltimore; Merle S. Jones, WOL Washington; Herbert L. Pettey, WHN New York; Carleton D. Smith, WRC Washington; Richard C. Steele, WTAG Worcester, Mass.; C. E. Arney Jr., secretary-treasurer, NAB, secretary of the committee; Robert T. Bartley, NAB director of FM, alternate secretary.

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Sales engineer—To contact commercial broadcast stations and new station applicants. Must have real sales ability, plus complete technical experience, to sell new transmitters—studio equipment—antenna equipment—and complete line of supplies. Must be now located or interested in locating in Texas. Box 904, BROADCASTING.

Ultra-modern network outlet, now being constructed, seeks qualified announcer and one copywriter. Announcer must be able to operate controls and spin platters. Writer must be able to bang out intelligent selling copy for Yankees. Excellent conditions, congenial staff and sparkling opportunities. Send qualifications and references only to Box 992, BROADCASTING.

Sunrise man with cheery personality, wanted for ultra-modern station now being constructed in the heart of Yankeeland. Must be experienced in early morning spinning of platters and patter. Rush experience and qualifications to Box 993, BROADCASTING.

Radio time salesman wanted—Southeastern, CBS regional. Salary basis, permanent position. Address Box 22, BROADCASTING.

Salesman-announcer — Experienced rewriting local news supplied by daily New England newspaper, selling and servicing local accounts. Good voice and car essential. Write full details first letter. Immediate employment. Box 38, BROADCASTING.

Salesman who has knowledge of radio advertising, or regional or small station operation. This position requires plenty of traveling with your expenses paid. Car necessary. Work is extremely interesting and profitable, also permanent. Write. Give your past experience, references and picture. Replies held in strict confidence. Box 51, BROADCASTING.

Wanted—New Louisiana station 250 watt AM & FM wants experienced announcers, salesman and production man. Give full information as qualifications first letter. Box 54, BROADCASTING.

Wanted—Commercial manager for station in city in midsouth. Reply giving full particulars in first letter. Photo if possible, Box 57, BROADCASTING.

Chief engineer. Well established 250 watt Texas station in town of 27,000. Affiliated national and regional networks. FM conditionally granted. Permanent position. Prefer Texan. State experience, references, salary requirements. Box 61, BROADCASTING.

Permanent position for first class operator. WMIS, Natchez, Miss.

Need script and copy writer. Take man or woman. Progressive NBC station. Give experience and salary expected in first letter. Write Judith Lawton, KTBS, Shreveport, Louisiana.

Engineer-announcer wanted by an NBC station in the citrus belt of Florida. Only routine announcing required. Prefer young man from the south starting out in radio. Room for advancement. Give complete details in first letter. Radio Station WLAK, Lakeland, Florida.

Wanted—Announcers, copywriters, producers, salespeople, engineers; all useful personnel. Radio's Reliable Resources, Box 413, Philadelphia 5.

Wanted—New Songs!! Send penny postcard with name and address. Orpheum Music Pub., 330 N. Western Ave., Los Angeles, 4, Calif.

Situations Wanted

Announcer-writer. Veteran formerly with AFRS. Sports, special events, newscasting, record shows, dramatics, commercials, programming and writing. Box 17, BROADCASTING.

Television—3 years working experience with N. Y. station in production, directing and administration. Looking for opportunity with new organization. Single, young veteran. Box 24, BROADCASTING.

Announcer—Experienced, news, record shows, continuity writing. Knowledge all types music. Graduate Syracuse University. Available immediately. Box 28, BROADCASTING.

Situations Wanted (Cont'd)

Producer, writer, announcer—all-around man with five years experience in international broadcasting—interested in permanent position as radio director in Latin America for advertising agency. Excellent references and concrete record of qualifications available on request. Box 20, BROADCASTING.

Program director now connected key network station. Experienced all phases operations and administration. Box 29, BROADCASTING.

Station executive, employed, offers wide experience for managerial or P. D. post. Box 31, BROADCASTING.

Chief engineer, sixteen years experience up to fifty kilowatts, first class license, family, available two weeks notice. Box 34, BROADCASTING.

Ex announcer-pianist—desires position in small station. I would like to establish myself in a set up where I can announce as well as use my musical ability to organize live talent shows for air time. Photo, references and transcriptions available upon request. Box 45, BROADCASTING.

Wanted—Radio station that requires good management! Reliable, versatile, experienced, married. Interested only in sound permanent proposition. Details and references exchanged. Box 47, BROADCASTING.

Program director. AFRS stations Italy have had Radio Roma and Napoli by the heels. Five 1000 watt stations trade—able, however, by their general manager for Stateside offer. Box 52, BROADCASTING.

Announcer—veteran. News, commercials, control board, actor. Will prove ability if given chance. Graduate announcers college in Chicago. Will go anywhere that offers opportunities. Box 53, BROADCASTING.

Announcer. Age 36. Two years experience news, commercials, continuity. Married, honest, dependable, sober, reliable, hard worker. Desires to specialize in news. Can furnish personal and business references. Desires permanent connection. Consider opportunity before salary. Box 55, BROADCASTING.

Woman—Now doing weekly fashion program. Have worked fashion programs irregularly during past eight years. Write own scripts. University fashion school graduate. Five years experience dramatic shows, leads, bits, sound effects. Desire permanent connection making dramatic show transcriptions, working live dramatic shows or doing fashion programs. Experienced editing news. Box 56, BROADCASTING.

Good team. Two announcers, now employed by southern station, desire position coastal or western station. Experienced, some college, excellent background. Nice personality and cooperative. Ages 26 and 28. Former has done programming with a wealth of knowledge of the classics. Latter excellent copywriter and news editor at 250 kw Mutual. Disc, photographs on request. Especially desire position with new, progressive station. Box 58, BROADCASTING.

News editor or news editor-commentator. On air 3 years. Foreign crspdt. American, 46. Good refs. Unmarried. Box 59, BROADCASTING.

Program production—Dramatic workshop background. Strong on public service. Young, capable veteran. Also network sales promotion experience. Will go anywhere. Box 62, BROADCASTING.

Veteran wants opportunity for rapid development into directing assignments. Studying radio (principally direction), New York University since discharge, Sept. '45. Can handle announcing, acting, news-writing. Audition disc available. 28, married, university graduate. W. L. Delbridge, 42 East Hudson, Long Beach, New York.

Lively, well-rounded news shows help any station. Veteran, 26, who can write them consistently and imaginatively, seeks position with progressive station. Columbia Journalism MS, news-writing and announcing experience. Will go anyplace offering fair salary and opportunities. John H. Miller, 225 W. 86 St., New York 24, N. Y.

Situations Wanted (Cont'd)

Announcer, now employed, looking for position with modern, progressive station. Two years experience in all phases of staff work. Sports a specialty. Would be very much interested in offer from new station. Prefer northeast, but would take real opportunity anywhere. Box 65, BROADCASTING.

B-29 Group Public Relations Officer available next month. Civilian and service publishing background. Pilot license; union musician. Specialize in advertising. Wesley L. Darrow, R R No. 8, North Kansas City, Mo.

Announcer—writer. Program director, newscaster, variety shows. 1½ years experience. Audition disc on request. Veteran. Allen Mason, 5047 N. Central Park Ave., Chicago 25, Illinois.

Program man—Solid station background. Announcing, music. Capable, ambitious. Has ideas, showmanship. Can handle special events, good ad-libber. Knows public service programming. Will go anywhere. Frank Pulse, 464 Evergreen Ave., Brooklyn, N. Y.

Ten years experience—writing, selling, announcing, transcribing, programming. Details; write Sgt. Mike Watts, Headquarters Company, IRTC, Camp Robinson, Arkansas.

Veteran of: Old Vic Theatre, London; WPRO-WFAS; stock company; numerous stage appearances (most recently "Dear Ruth") after 2½ years overseas. Available now for radio acting—announcing. (Passed NBC's auditions.) Dick Fallon, 110 Alexander Ave., White Plains, New York.

3 in 1 package. Versatile announcer, director, writer. Indie N. Y., net affiliate and net training. Five years pre-army experience announcing. Top auditions NBC, ABC. Ambitious, want-to-settle-down 30 yearer, added assets—music, BA, MA, degrees. Bert Schlanger, 245 Mulberry St., New York, New York.

Program director—Six years experience. All phases. 250 w to 50 kw. Age 27. Veteran. At present radio director Chicago agency. Box 73, BROADCASTING.

Radio spot sales—3 years professional theatre and radio experience. Creative sales ability. Veteran, private to captain. 29, married, college. Resumé on request. Richard Stark, 257 Claremont Rd., Ridgewood, N. J.

Don't be caught with your Hooperatings down! For an adequate weekly stipend, an experienced program director can hypo your program skeds, or create new program structure from test-tube of 8 years experience. My formula includes writing, announcing, directing, music, public service. Age: 28. Married. Box 66, BROADCASTING.

Sales—Midwest. Age 33, family. Aggressive, ideas, plus 10 years experience. Box 69, BROADCASTING.

Transmitter man—First class radiotelephone license, two years maintenance experience Army transmitters 100 w to 15 kw. Work under G. I. apprentice training program acceptable. Box 67, BROADCASTING.

Radio writer. Former radio officer aircraft carrier desires script or continuity job. Two years daily newspaper experience; three years advertising manager industrial; free lance dramatic scripts. Salary open. Locate anywhere. Married, 27, university journalism degree. Box 68, BROADCASTING.

New station? NBC news editor past 29 months looking for spot heading or in news or programming. Six years experience; small stations and networks. Writing, programming, producing. Age 25. Married. Box 70, BROADCASTING.

Attention—Southern California stations. Long experienced announcer, newscaster, actor, disk-jockey, program-director, both network and independent, available after 15 April. Veteran. Former position available; however, prefer to settle in Southern California. Box 71, BROADCASTING.

YMCA disc jockey, four years metropolitan and regional variety; platter chatter, excellent MC, ad lib morning and record shows. $75.00 and talent. Highest listener rating of personality programs in area. "Stuffy," WERC, Erie, Penna.

WE'RE AUDITIONING STATIONS

Complete program staff accepting applications from high-standard broadcasters—program director, copywriter, announcers, girl Friday—*Five Top People*—We work well together. Send details to Box 60, BROADCASTING.

Situations Wanted (Cont'd)

Station manager—Seven years experience. All phases radio from 250 w to 50 kw including program and sales. Now assistant manager Chicago agency. Age 28. Vet. Desire connection with new station. Box 74, BROADCASTING.

Experienced announcer. Navy veteran, 22. Professional experience includes operating and platter spinning; also ten years show business, stock company and television acting. Box 72, BROADCASTING.

Veteran sports announcer with 3 years prewar and 8 months postwar experience. Background of all types play by play and sportscasting as well as special events work. Also experienced in news—commercial and board work. Married. Transcription and picture sent on request as well as references. Working now but desire change. Box 76, BROADCASTING.

Want permanent job. Specializing in disc jockeying and commercial announcements. Hold third class license. Experience. Box 77, BROADCASTING.

First class engineer. Unusual background of service in outstanding local and as war replacement with major network. Available immediately. Box 78, BROADCASTING.

Washington news editor desires to leave Capital. Will consider offer extending complete control and responsibility of news room. Can organize and operate entire news set-up. Veteran. Experience gained prior to and since service. Box 79, BROADCASTING.

Attention! Man with fourteen years experience station operation. Excellent character, dependencies. Can supply complete staff or any part. Efficiency guaranteed. Box 81, BROADCASTING.

For Sale

Used 250 w RCA transmitter, complete, 1420 kc operation, crated for shipment; FCC approved; first check $1550. Box 989, BROADCASTING.

For sale—One 250 watt transmitter (composite) now in operation with two sets of tubes in excellent condition. One Gates antenna coupling unit Model 21-A with two meters. Can be seen in operation until April 10. Priced right. Radio Station WHNC, Henderson, N. C. Phone 736.

One brand new latest RCA type 301B high frequency field intensity meter complete with all accessories—$950.00—Frank Carman, KUTA, Salt Lake City, Utah.

5-10 kw transformers. Complete set of new Thordarson Tru-Fidelity transformers for 5-10 kw high level modulated transmitters—includes all audio and power components. Irvin Willatt, 1414 N. Harper Ave., Los Angeles 46, Calif.

For immediate delivery 4 Western Electric 121-A amplifiers; 1 Western Electric 118-A amplifier; 2 18-A power supplies for the 121-As; 3 Langevin High Fidelity 101-A 50 watt amplifiers. All above equipment used less than six months and in perfect condition. Write or wire at once since $850 takes the entire lot. Electronic Engineering, Inc., 1124 Vermont Ave., N. W., Washington, D. C.

Wanted to Buy

Wanted—250 watt transmitter. Box 63, BROADCASTING.

Wanted—Hammond Organ. Box 64, BROADCASTING.

Field intensity meter and RF bridge. Box 75, BROADCASTING.

Wanted to buy—RCA cutting assembly to fit 70C turntable. Write WMRF, Lewistown, Pennsylvania.

Local or regional radio station, network affiliated, in one- or two-station market. Box 80, BROADCASTING.

Miscellaneous

Radio license manual containing all questions, answers and instructions for restricted radio telephone permit examination $1.00. Publishers, Box 712, Pittsburgh, Penna.

FORMER PUBLIC RELATIONS AND AGENCY MAN WANTS CONNECTION WITH RADIO STATION OR SMALL NETWORK AS TIME-SALESMAN IN NATIONAL ACCOUNTS. VETERAN. EXPERIENCED SALESMAN. RIGHT MAN FOR STATION WITH GOOD SIGNAL BUT NOT LEADING THE FIELD. EXPERIENCED IN MERCHANDISING AND PROGRAMMING. AVAILABLE AFTER 31 MARCH. BOX 50, BROADCASTING.

NBC 'General Mills Hour' Move From Chicago to Coast Seen

ONE OF NBC's biggest and most profitable daytime programs, the *General Mills Hour* will not originate from Chicago after next September.

This announcement, termed by NBC Central Division executives as "improbable," conceded by the sponsor, General Mills in Minneapolis, is based on the decision of Carl Wester, producer of the Irna Phillips serials, to move his headquarters to Hollywood as "soon as conveniently possible."

Mr. Wester enlarged on this contingency by stating that the move must await availability of studio space in NBC's Hollywood office. He said this would depend on the completion of studio construction now underway at NBC-KFI. When this is done, he has been promised facilities by Sidney N. Stroetz, vice president in charge of NBC's Western Division, Mr. Wester declared.

'Nothing Definite'

First of a number of reasons for the move is the difficulty of "adequately" casting the more than 80 roles required for the four daily shows from available AFRA talent in Chicago, Mr. Wester said.

Reactions to Mr. Wester's announcement were mixed among the Chicago radio fraternity.

At a press conference held Monday following the NBC station conference in Chicago, Harry Kopf, vice president and general manager of NBC Central Division, said "nothing definite" had been decided, but that he had "every reason to believe General Mills would remain in Chicago."

General Mills' attitude, as voiced by Ed Smith, radio director for the sponsor, was that the company had no wish to become involved in the future of Chicago as a radio production center. "We are interested only," Mr. Smith told BROADCASTING, "in reaching the largest audience possible. If Mr. Wester has decided to move to Hollywood, it is a responsibility that rests solely with himself. We feel sure that the quality of the *General Mills Hour* will in no way be affected."

When *General Mills Hour* does move to Hollywood, it will end a Chicago origination that began May 30, 1938. Since that time the program has not only been one of NBC's biggest accounts, but has had, according to many surveys, vast influence on daytime radio. It has also put General Mills at the top of the list of cereal manufacturers using radio to advertise its product. General Mills' radio appropriation is estimated at nearly $5,000,000 [BROADCASTING, Feb. 4].

Although the *General Mills Hour* will leave Chicago, other General Mills-sponsored programs will not be affected, Mr. Smith declared. These include *Jack Armstrong*, *Light of the World*, *Hymns of All Churches*, *Valiant Lady*, and *Betty Crocker*.

In all, General Mills sponsors seven programs a day over ABC, CBS and NBC. Biggest thorn in the side of NBC as a result of Mr. Wester's decision, is their current attempts to stimulate Chicago radio activity by introducing new programs, as outlined by C. L. Menser, NBC vice president in charge of programs, during a recent visit to Chicago. Mr. Menser said Chicago was "at the top of the list" in NBC's plans to make available $100,000 for the development of programs and talent on its M&O stations.

If Mr. Wester has received encouragement from Mr. Stroetz, NBC's position as regards Chicago is, several radio executives have pointed out, embarrassing.

Authors Agree

The transfer of the *General Mills Hour* to Hollywood also has considerable adverse effect on Chicago radio talent and writers. Three of *General Mills Hour* writers, namely Arch Farmer, author of *Guiding Light;* Herb Futran, author of *Woman in White* and president of the Chicago Radio Writers Guild; and Art Glad, author of *Today's Children* and *Masquerade*, have already agreed to move with the program to Hollywood, according to Mr. Wester.

Inasmuch as General Mills buys the four programs from the Wester agency as a package, neither the advertising agencies which service the programs (Dancer-Fitzgerald & Sample, Knox Reeves) nor the network can exercise much control over Mr. Wester's decision, in the opinion of reliable sources within the agencies themselves.

Only loop-hole for NBC, if they cared to force the issue, is to make NBC-Hollywood facilities "unavailable," in an attempt to halt the number of network programs being moved from Chicago, one observer pointed out.

New Lundy Post

DAVE LUNDY, sales manager of KYA San Francisco, has been named general sales manager of KYA and KLAC Hollywood following recent acquisition of latter by Mrs. Dorothy Thackrey. In March 18 BROADCASTING, he was incorrectly identified as becoming general manager of the stations.

Are You A Good Announcer?

News station in Waco, Texas needs complete announcing staff. Only qualified experienced men considered. Talent on commercial shows, salary unusually high. Send audition disc and application to M. M. Bostick, KWTX, Waco, Texas.

Cop This

READER INTEREST was lagging in the Worcester, Mass. Police Dept.'s daily bulletin until Frank McNamara, civilian clerk, came up with the answer. It was to publish the answer to the Tello-Test question, quiz feature broadcast daily on WAAB Worcester. Patrolmen now eagerly await each copy.

IBEW Asks Changes

DEALING en masse with 12 local area independent stations through Southern California Broadcasters Assn., Hollywood Local 40 of IBEW is proposing wage increases for technicians amounting to 30%. Uniform working conditions and a 40-hour week are also included in IBEW request presented to Don Fedderson, general manager of KLAC Hollywood and labor relations chairman of SCBA. Wage increases would be according to station classification, with present minimum of $57.60 per week raised to $70. Current top salary of $85 weekly would be increased by five dollars. Classification system is based on station power and coverage, and was set up on request of management, according to Roy Tindall, business manager of IBEW.

Admiral Corp. Exceeds '45 Production Plans

DESPITE WARTIME and OPA restrictions, Admiral Corp., Chicago, has exceeded its 1945 production schedule for its radio manufacturing division, it was revealed in the company's annual report released last week by Ross D. Siragusa, president.

Net earnings for the year ending December 31, 1945 totalled $711,310.15, equal to 79 cents a share on 900,000 shares of outstanding common stock. A decline in sales from $40 million to $30 million was due, the report points out, to cancellation of war contracts.

Seymour Mintz, advertising director for Admiral, announced the appointment of Harry V. Crosswell as assistant advertising manager. Mr. Crosswell was formerly employed in research and sales promotion at Osborn, Scolaro, Meeker & Co., Chicago.

Eiffel Tower Returned

U. S. ARMY Signal Corps last week announced it was turning back to the French the Eiffel Tower, which had been requisitioned by the Army. Radio equipment from the tower is being dismantled and shipped back as soon as final papers come through. The top of the tower has been used for signal purposes since shortly after the liberation of Paris.

NOW

THE FIRST

MAJOR IMPROVEMENT

in radio facilities in years

FOR

MINNEAPOLIS • ST. PAUL

5000 WATT*

DAY and NIGHT

WLOL

MUTUAL—BASIC

Located between NBC and CBS on the dial

NORM BOGGS

General Manager

* *CP granted, in operation in May, 1946.*

7th District NAB

(*Continued from page 18*)

were presented by the chairman of the nominating committee, Ralph Elvin, managing director of WLOK Lima.

On Wednesday the Kentucky Broadcasters Assn. had met under direction of its president, Hugh Potter, general manager of WOMI Owensboro. These resolutions were passed: (1) Urging the President and Congress to adopt uniform time in all time zones; (2) urging the President to appoint practical broadcaster to the FCC; and (3) urging appointment of committee to work with NAB on the FCC program report problems.

At the Thursday afternoon NAB session Hugh Feltis, president of BMB, announced that 75% of the nation's stations now were subscribers to BMB. He said the deadline for joining was April 1.

Dismissal Threat

He said any deliberate release of BMB information to non-members would bring dismissal from the bureau and that use of BMB material by non-members would expose them to prosecution.

Also speaking on behalf of BMB were Leonard Bush, vice president and secretary treasurer of Compton Adv. Agency, New York, and Louis Jergens, assistant advertising Manager of Jergens Co.

BMB had been preceded on the roster by Prof. Kenneth Dameron of Ohio State U., Columbus, who told delegates the university's College of Commerce was adding to its curriculum a new course entitled "Radio Station Management and operation."

Sidney, Kaye, vice president and general counsel of BMI, asked broadcasters to begin thinking about their new ASCAP contracts now although it is three years before renewal date.

He stated that had not new contracts been signed with ASCAP as a result of BMI pressure brought to bear by the industry, broadcasters would have paid to ASCAP in the last five years $43,000,000 more than they have paid to both BMI and ASCAP. He explained that it will be to the advantage of broadcasters to have per program rather than blanket contracts with ASCAP during the second nine-year contract period, which begins after present expirations Dec. 31, 1949.

"If, during the last year preceding this date, you do not switch from blanket to per program, you won't be able to do so for nine long years," Mr. Kaye said. He explained that the contracts now extant provide that the type of service bought by subscribers during the last year of the present contract period or after Dec. 31, 1948, will obtain automatically throughout the nine year contractual period beginning Jan. 1, 1950.

Those registered included:

Al Albinger, WCOL; H. W. Apel, WPAY; C. E. Arney, NAB; Harold Baedecker, WAMS; G. F. Bauer, WINN; Robert M. Beer, Beer & Koehl; Fred Bock, WADC; R. A. Borel, WBNS; Gerald F. Boyd, WPAY; Gervis Brady, WHBC; Otto P. Brandt, ABC;

Walter A. Callahan, WLW; Harry Callaway, WHAS; Harry Camp, WGAR; H. K. Carpenter, United Broadcasting Co.; Eugene Carr, WHPC; Ken Church, WCKY; S. A. Cisler, Radio Kentucky; W. L. Coulson, WHAS; Jimmy Cox, WAVE; Kenneth Dameron, Ohio State U.; Warren G. Davis; Fred Dodge, Fred A. Palmer Co.;

William Dowdell, INS; R. E. Dunville, WLW; Florence Dykstra, Transcription Sales Inc.; Joe Eaton, WHAS; Ralph Elvin, WLOK; Robert Evans, WSPD; Carl Everson, WHKC; Tom Farrell, Radio Market Guide, Herman E. Fast, WKRC; Robert Fehlman, WHBC; Sam Feldman, ASCAP; Hugh Feltis, BMB; George Field, World Broadcasting System; Richard E. Fischer, WHAS; E. Y. Flanigan, WSPD; Clarence H. Fleming, WFKY; R. M. Fleming, Fred A. Palmer Co.; Carl George, WGAR; Ken Given, WLBJ; A. G. Grinalds, ABC; K. K. Hackathorn, WHK; Gus Hagenah, Standard Radio;

C. L. Harris, Ward Hatcher, WGRC; R. B. Helm, WHLN; Chester Herman, WLW; William Hershey, Brush-Moore Radio; Clair Heyer, Radio Market Guide; Robert Hill, WCOL; Harry H. Hoessly, WHKC; Fred Hover, WFIN; Don Ioset, WMOH; Frank Jones, WCOL; Ad Karns, Transcription Sales Inc.; Sydney M. Kaye, BMI; J. H. Keachie, RCA; Jack Kelly, WCOL; Lew Kent, WKRC; J. Robert Kerns, WHIZ; John Koepf, Fort Industry Co.; Marshall Krieger, WHAS; Jim Kyler, SESAC; F. E. Lackey, WHOP; H. S. Lackey, WSON; W. P. Lackey, WPAD; Howard Lane, WSAI; Cy Langlois, John Langlois, Lang-Worth; U. A. Latham, WKRC; Dave Lewis, WFIN; D. H. Long, WLKY; Nathan Lord, WAVE; W. S. Lubenville, Robert McIntosh, WGRC;

Harry McTigue, WINN; James Mahoney, MBS; Lin Mason, Transcription Sales Inc.; R. T. Mason, WMRN; Joe Matthews, WCMI; Justin Miller, NAB; Bob Morrison, WMRN; John T. Murphy, NAB; Len Nasman, WGMJ; W. Richard Neher, WHBC; Gilmore Nunn, The Nunn Stations; John M. O'Hara, WMAN; W. I. Orr, WBNS; Ed Palen, WJW; Fred A. Palmer, radio consultant; E. A. Park, WLW; L. M. Pattee, BMI; Gene Peak, WPAD; Frank Pellegrin, NAB; Bill Pepper, WPAY; Emerson J. Pryor, WRRN; Hugh Potter, WOMI; James M. Price; RCA; Glenn Ramsey, AP; Paul Reed; Robert K. Richards, BROADCASTING; Russell W. Richmond, WHKK; T. A. Rogers; J. Harold Ryan, WSPD; Samuel R. Sague; Robert Sampson, WSAI;

C. E. Schindler, WGRC; Bill Schudt, CBS; Arch Shawd, WTOL; Alex Sherwood, Standard Radio; Harry M. Smith, WLW; J. Porter Smith, WGRC; Lou Smith, Edward Petry Co.; George A. Speese, WMRN; Joel Stovall, WKRC; Gerald Swisher, AP; John A. Toothill, Burn Smith Co.; O. W. Towner, WHAS; Jack Tracy, NBC Recording; Paul Wagner, WPAY; Lawrence Webb, WJW; Pierre Weis, Lang-Worth; Miller Welch, WLAP; J. P. Williams, Transcription Sales, Inc.; J. E. Willis, The Nunn Stations; Phil Wood, WFMJ.

Engineers Generally Agree on Phases Of Propagation in 40, 100 mc Bands

ENGINEERS attending a symposium on very-high frequency propagation at the Sixth Annual Broadcast Engineering Conference, Ohio State U., Columbus, March 23, generally were in agreement on various phases of propagation above 40 mc. Special attention was paid frequencies in 40 and 100 mc bands.

Headed by Raymond M. Wilmotte, Washington consulting engineer, a panel of eight experts conducted discussions on ionosphere, troposphere, attenuation over the ground, shadows, etc.

One of the principal conclusions was that above some frequency lying between 40-55 mc, the effect of the ionosphere is negligible. The engineers agreed that great variations in tropospheric phenomena produce substantial fading at a distance just short of the horizon and beyond this fading grows less as the height of transmitter and receiver antennas is increased. They agreed, also, that tropospheric effects are greater the higher the frequency.

It is important that the antenna be sufficiently high above the ground to reduce the effects of the ground immediately below.

K. A. Norton of Army Signal Corps, on whose calculations the FCC based its decision to move FM from 42-50 to 88-108 mc attended but did not participate.

C. W. Carnahan of Zenith Radio Corp. declared that the FCC Andalusia, Pa. tests and those by Zenith at Deerfield, Ill. showed substantially the same results, thus disproving Mr. Norton's and the FCC's theories. The FCC a short time ago denied Zenith's petition to allocate FM in the 44-50 mc band as well as 88-108 mc [BROADCASTING, March 11].

Prof. Edwin H. Armstrong, FM inventor and proponent of 40-mc FM, declared that the Commission's "theoretical calculations were discredited by practical results while the FCC's chief witness sat there silent."

Members of the panel, in addition to Chairman Wilmotte, were: Commdr. deMars, Mr. Carnahan, Edward Allen, FCC; J. S. MacPetrie, research engineer, British Army; Dr. Charles Burroughs, Cornell U., formerly of Bell Labs.; Dr. Thomas J. Carroll, Signal Corps., assistant to Mr. Norton; Prof. Armstrong.

Foxx on WEEI

JIMMY FOXX, veteran ballplayer, has been signed by WEEI Boston to present six-weekly newscast, 6:15-6:30 p. m.

Lew Lehr on ABC

LEW LEHR, Fox-Movietone comedy actor, April 4 succeeds Fred Uttal as m.c. of the B. F. Goodrich Co. program, *Detect and Collect*, on ABC Thurs. 9:30-10 p.m.

O'Donnell Named

CHARLES S. O'DONNELL, formerly a director and vice president of J. M. Mathes Inc., has been named vice president in charge of Geare-Marston New York office.

ABC Affiliate

CALL LETTERS of new ABC affiliate in Trinidad, Col., were incorrectly listed as KOWS in an announcement released by the network [BROADCASTING, March 18]. New ABC affiliate is KSFT. Station, which joins ABC effective today (April 1), operates fulltime with 1,000 w day and 500 w night. KSFT is owned by Trinidad Broadcasting Corp.

FCC Nearing End Of Duopoly List

RULING on the next to the last of the original 29 duopoly cases, the FCC last Tuesday gave finality to its proposed decision requiring Evansville on the Air Inc. to dispose of one of its Evansville stations, WGBF or WEOA.

The final decision, denying renewal of license of WGBF, followed oral argument conducted March 19 after the Commission announced its proposed decision Feb. 4 [BROADCASTING, Feb. 11]. A six-month extension of license was allowed to permit orderly disposition of one of the stations.

FCC spokesmen said the possibility of conflict with the multiple-ownership rule is being made an issue in several pending hearings involving applications for new stations filed by existing licensees. But it appeared that the WGBF-WEOA ruling left only one case to be finally decided out of the 29 duopoly cases arising among existing stations following adoption of the multiple-ownership rule.

Texas Stations

That one involves WBAP Fort Worth, WFAA Dallas, and KGKO Fort Worth, in which the Commission ruled in a proposed decision that KGKO is controlled by Carter Publications Inc., licensee of WBAP, and by A. H. Belo Corp., licensee of WFAA. WBAP and WFAA share time with each other. The proposed decision [BROADCASTING, Nov. 19] has not been made final, but an application has been filed looking to elimination of the Commission's multiple ownership objections by proposing that WFAA and WBAP share time on the KGKO frequency, competing with each other [BROADCASTING, Jan. 28].

All but three licensees involved in duopoly proceedings have complied with the Commission's ruling. These are: Evansville on the Air Inc.; Sioux Falls Broadcast Assn. (KSOO-KELO Sioux Falls), which has an application pending for sale of KELO to Sam Fantle Jr. for $100,000 and his 25% interest in the present licensee firm [BROADCASTING, March 25]; Wodaam Corp. (WOV-WNEW New York), which was refused consent to its proposed sale of WOV to Murray and Meyer Mester [BROADCASTING, March 11]. Mesters are appealing the WOV decision.

In the Evansville case, the licensee had contended that its WGBF-WEOA operations should be exempt from the duopoly rule, but the Commission held that claimed benefits from "economies of joint operation" do not justify exception.

Evansville on the Air Inc. is owned by Radiocasting Corp., owner also of WBOW Terre Haute. WGBF, an NBC affiliate, operates on 1280 kc with 1 kw night and 5 kw day but is seeking 5 kw fulltime. WEOA, a CBS affiliate, is on 1400 kc with 250 w fulltime.

ABC Adopts Daylight Time Disc Plan

Aims to Keep Programs Reaching Listeners At Usual Time

WITH a hodge-podge of time differentials in various regions of the nation sure to develop after April 29, when most eastern cities shift to daylight saving time while the rest of the country retains standard time, network operations chieftains last week bent to their schedule boards.

One of them, ABC's Vice President Charles E. Rynd, came up with the most ambitious plan: Rescheduling of coast-to-coast shows in the weekday periods by an elaborate system of recording and rebroadcasting to keep program times the same locally.

ABC's Plan

ABC decided to undertake the huge project on the twin theories that: (1) The changes in network program time would raise havoc with local station schedules which contain many locally sponsored shows; (2) it is important to maintain listeners' "habits of expectancy," and keep programs coming to them at the usual local time.

Broadly speaking, the mechanics of ABC's projected summer system are:

(1) The eastern time zone originations during daylight time will be live on eastern time zone stations, recorded in Chicago simultaneously for playback an hour later to central, mountain and coast stations.

(2) Central time zone originations will be piped live to eastern time zone stations and recorded simultaneously for playback an hour later to central, mountain and coast stations. Chicago will move to central daylight time.

(3) Coast time zone originations will be put on an hour earlier in the studio, piped through live to the eastern time zone stations and recorded simultaneously for playback an hour later to central, mountain and coast stations.

(4) The few stations in the eastern time zone which remain on standard time will carry programs live an hour earlier than when standard time prevails throughout the country. Exceptions to this scheduling are Georgia stations which will receive network broadcasts from Chicago which will move to central daylight time, hence be on the same time as Georgia stations which stay on eastern standard.

ABC's system pertains chiefly to daytime weekday shows. Evening and weekend programs will be individually adjusted when serious conflicts arise.

To implement its plan, the network has purchased one new telephone line from Chicago to Omaha and has ordered another between Hollywood and Denver. Total cost of the project was unobtainable at the weekend since the network was awaiting a decision of AFRA on the matter of increased talent fees which might arise from the rebroadcasting system. AFM has agreed not to charge extra for programs recorded for rebroadcast not more than one hour later.

Net effect of the new scheduling is that all local stations, except those in eastern time zone cities which retain standard time (excluding Georgia stations) will broadcast network daytime weekday programs at accustomed local hours.

It was clear that ABC's system would mean that most programs on central, mountain and Pacific stations would be recorded, perhaps as many as 90%, but ABC feels that whatever disadvantage there is in the loss of live programs would be more than offset by the merit of undisturbed program times.

Others Less Elaborate

NBC and CBS planned no such elaborate summer rescheduling. They planned to shift eastern originations to eastern daylight time, let stations in standard time zones carry them live if possible, record them with their own facilities if conflict with local commercial shows arose.

Since most NBC and CBS stations are large and possess their own recording equipment, the networks could leave the rebroadcast problems up to them. ABC, whose stations are more numerous, but mostly smaller, was confronted with the necessity of handling the recording for rebroadcasting itself.

Mutual, like ABC, has many stations but most are small. It had developed a much modified plan of recording and rebroadcasting.

E. P. H. James, Mutual's manager of sales operations, said the network's listeners were divided about equally between standard and daylight time zones. Since most of Mutual's programs originate in New York or Chicago, both of which will adopt daylight time, the network intended to go daylight, except where conflicts with local programming were unavoidable.

For example, he said, Mutual's *Children's Hour*, broadcast live at 5-6 p. m. eastern time, is recorded and rebroadcast at 5-6 p. m. in all time zones. When daylight time begins, the *Coca-Cola Show* at 9 p.m. New York time would hit the West Coast at 5 p. m. local time instead of 6 o'clock. In this case, it makes sense for the network, station, advertiser and audience to record the *Coca-Cola Show*, rebroadcast it at 6 p. m. locally to the coast.

Mutual reported it would take the most expedient measures in each program conflict to meet the time headaches, but it proposed no such enormous revamping as ABC's.

In those cities which have decided to adopt it, daylight time becomes effective April 28, lasts 22 weeks.

FCC Construction Statement

(*See story on page 15*)

TEXT of FCC's statement Friday on the restrictions of CPA:

During the war the FCC in cooperation with the War Production Board and the Board of War Communications adopted certain policies which substantially "froze" civilian radio production and installation. This freeze was essential because the same materials, factories and personnel were essential to the war effort.

The Civilian Production Administration and the FCC believe that the situation is now materially different and that except for the actual housing structures and facilities (e. g. transmitter houses, studio buildings, etc.) the construction of radio stations would have no adverse effect on the Veterans' Housing Program. It is pointed out that the CPA limitation order does not halt the construction of radio towers, panel boards, transmitters and other similar apparatus or equipment and that the erection of new buildings can go forward if the new construction does not cost in excess of one thousand dollars. If the cost exceeds $1,000 the program must be submitted to the nearest CPA office for authorization where it will be measured by the yardstick of essentiality and non-deferability.

The $1,000 figure is the ceiling also for building repairs and alterations. However, there is no cost ceiling on repairs to mechanical equipment.

In view of the above the CPA and the FCC further believe that by limiting the housing plans for radio stations to absolutely essential construction a considerable number of permittees will be able to operate satisfactorily until materials for more elaborate structures become available.

Therefore, the FCC proposes to continue processing applications with the understanding that the final decision as to whether construction will be authorized remains with the CPA. The CPA wishes it emphasized that the issuance of a permit by the Commission does not mean that the required construction will be authorized.

The FCC also stressed that requests for the interpretation of Housing Order VHP-1 should be addressed to nearest Civilian Production Administration construction office and not to the Commission.

DU MONT PROFITS BELOW 1944 LEVEL

ALLEN B. DU MONT Laboratories earned a net profit in 1945 of $46,280, which the company's annual report, issued last week, calls "relatively small when compared with 1944 when profits after renegotiations amounted to about $256,000."

Report points out, however, that cancellation of war contracts and the need for television expenditures, among other factors, tended to reduce profits. "A profit of $231,479 was made before deducting the cost of operating the company's television broadcasting stations," it states.

'McCarthy' Replacement

STANDARD BRANDS, New York (Chase & Sanborn coffee), on June 2 starts *The Man Called X* on 144 NBC stations, Sun. 8-8:30 p.m., as summer replacement for *Charlie McCarthy Show* which will return to the air in September. Agency is J. Walter Thompson Co., New York.

Appointed by CBS

EDWARD L. SAXE, relieved from active duty by the Army with rank of major after more than four years' service, has been appointed assistant to the treasurer of CBS, Frank K. White. Mr. Saxe formerly was with the Department of Justice as member of Special Inspection Division. During his army career he was chief of counter intelligence operations. He served on the staffs of Generals Bradley and Eisenhower and saw action in all European campaigns. He was awarded the Bronze Star, the Order of the British Empire and the Croix de Guerre.

Farnsworth Appoints

CAPT. PIERRE BOUCHERON, USNR, has been named general manager of the broadcast division of Farnsworth Television and Radio Corp., Fort Wayne. Additional duties include management of Farnsworth's Fort Wayne FM station pending outcome of proposed application before the FCC and operation of Fort Wayne television station to which experimental call letters W9XFT have been assigned. He joined Farnsworth in 1939 as sales manager, having previously been with RCA.

Justin Miller on CBS

JUSTIN MILLER, president of the NAB, April 7 is to participate in a discussion of Woodrow Wilson's "Congressional Government" on CBS *Invitation to Learning*, 12-12:30 p. m. Harry D. Gideonse, president of Brooklyn College, will be chairman while Thomas K. Finletter, lawyer and author of *Can Representative Government Do the Job?* will be third participant.

At Deadline...

FCC ANNOUNCES INTENTION ON D.C. VIDEO GRANTS

FCC LATE Friday announced it will soon issue order granting construction permits for Washington television stations to Allen B. Du Mont Labs Inc., NBC, Bamberger Broadcasting Co., and Evening Star Broadcasting Co. (WMAL). Commission granted dismissal of application of Philco Products Inc., after receiving second request for withdrawal.

Successful applicants were given until April 8 to file any additional data relative to channel assignments, after which Commission will announce final determinations in absence of request for oral arguments. Commission said proposed assignment of Channel No. 7 to Evening Star has been challenged.

Commission's proposed decision provided grants for NBC, Bamberger and Evening Star but deferred choice between Du Mont and Philco for fourth channel pending oral arguments [BROADCASTING, March 11]. Philco thereupon asked to withdraw, advising Commission it has made other arrangements to carry on relay development between its Philadelphia station and Washington.

BENTON URGES AP TO RECONSIDER MOVE

DISLIKE of Government, fear of competition, and rivalry in its own field caused Associated Press to withdraw its service from State Dept., in opinion of Assistant Secretary William B. Benton. In speech prepared for delivery Sunday night before New York Newspaperwomen's Club, Town Hall, Mr. Benton urged AP board to reconsider and do its share to help spread truth about U. S.

KLAC TO ANSWER KFAC PROTEST

ANSWER opposing petition of KFAC Los Angeles protesting use of call letters KLAC Hollywood, owned by Mrs. Dorothy Thackrey, publisher of *New York Post*, is in preparation by Leo Rosen of Greenbaum, Wolff & Ernst, attorneys for Mrs. Thackrey. Mr. Rosen said reply, a vigorous one, would be filed with FCC in few days. Segal, Smith & Hennessey, attorneys representing KFCA, filed protest to KLAC call on March 22, contending that the two call-signs are "so similar in sound and sight" that KLAC "may unfairly play upon the outstanding reputation of Station KFAC. . ."

ANA MEETING AGENDA SET

BMB survey of station audience, future program of CAB and FCC report on programming are included in agenda of topics to be discussed at spring meeting of the Assn. of National Advertisers, April 15-18 at Rye, N. Y., executive committee of the Radio Council of ANA decided at its initial meeting, in New York. Group also discussed matter of securing director for council.

APPROVAL of transfer of KGHF Pueblo, Colo., from Colorado State Senator Curtis P. Ritchie to Colorado Broadcasting Co. for $300,000 announced Friday by FCC. Purchasing company owned by Gifford Phillips, 27-year-old publisher of two Colorado weeklies and state radio director in 1944 for Republican National Committee. Sale advertised under procedure advocated in Avco decision but there was no other bid. Station on 1350 kc, 1 kw day and 500 w night.

OPA PERMITS PRICE INCREASES ON TUBES

AS RESULT of meeting between OPA and manufacturers last week (see story this issue, page 28), OPA is allowing radio tube manufacturers price increases effective around April 1, it was announced late Friday. Increases will be on adjustable basis, for an interim period of about a month while OPA makes intensive study of profit and loss statements to determine to what extent wholesalers and retailers are capable of absorbing price raises.

ALABAMA BROADCASTERS ELECT

HENRY P. JOHNSTON, executive vice president of WSGN Birmingham, was elected president of Alabama Broadcasters Assn. at organization meeting in Birmingham last week. Other officers: John Buttram, WHMA Anniston, vice president and David E. Dunn, WSFA Montgomery, secretary-treasurer. Executive committee includes: M. L. Vickery WMSL Decatur, and Howard Martin, WALA Mobile. Improvements of broadcasting facilities in state and best possible coverage of statewide and national events were defined as association's principal objectives. Approximately score of broadcasters attended organization session.

CCNY RADIO, BUSINESS MEET

SECOND ANNUAL radio and business conference sponsored by School of Business and Civic Administration of City College of New York will be held April 30-May 1 at Hotel McAlpin, New York. Meeting will conclude with dinner at which awards for outstanding programs and promotion will be presented. Dr. Robert A. Love, director of evening session of School of Business, is conference chairman. Dr. John Gray Peatman, associate dean of City College, is chairman of awards committee.

BLOOM BILL GETS NOD

HOUSE RULES Committee expected to favorably report Bloom bill (HR-4982) this week after State Dept. assured Appropriations Committee that 243 former OWI employes, whose loyalty was questioned, were dismissed. Meanwhile State Dept. has altered earlier tentative plans and is expected to retain 18 or 20 international shortwave transmitters for future worldwide information service. Remaining stations (State Dept. now controls 39) to be returned to private owners by June 30, with President Truman making formal announcement of future policy.

TAYLOR NAZI PROSECUTOR

ANNOUNCEMENT Friday at Nuremberg by Supreme Court Justice Robert H. Jackson, that Col. Telford Taylor had been named chief deputy counsel and would succeed him in the prosecution of any further Nazi trials, confirmed reports current here for some weeks that the former FCC general counsel would become chief American prosecutor. It is expected Col. Taylor will be promoted to brigadier general. Technically he is on leave as FCC general counsel, but it is doubted whether he will return after completion of the German assignment.

People

J. F. KIRCHER and L. C. MACGLASHAN, vice presidents of Gardner Adv. Co., New York, named members of agency's executive committee.

IRWIN A. VLADIMIR, president Irwin Vladimir & Co. Inc., New York, April 5 leaves for three-month trip to ten European countries. Tour is to interview radio stations, newspapers, magazines and trade papers throughout Continent and England for clients of organization.

GORDON VANDERWARKER, formerly on sales service staff of ABC and before that with NBC, today joins media department of Benton & Bowles, Inc., New York, as time buyer.

LOUIS WASMER AWARDED 50 KW SURPLUS TRANSMITTER

FIRST high-power broadcast transmitter out of war surplus was awarded Louis Wasmer, owner of KGA Spokane, who submitted high bid of $72,500 to War Assets Administration for RCA 50 kw transmitter. Bids were opened March 21 at WAA Richmond, Va., office and award announced Friday. KGA operates with 10 kw on 1510 kc but is applicant for 50 kw on 880 kc.

Original cost of transmitter, Model 50E, was $135,000 [BROADCASTING, Nov. 26], but some studio input equipment had been filched and two insulators were damaged. Value of $102,000 (figuring on original Government price) was placed on it for auction. It has been in storage at Rosslyn, Va., Washington suburb.

Three veterans bid but did not take advantage of opportunity to meet successful bid. One network and a half-dozen stations submitted bids, others coming from two foreign countries and one territory.

Closed Circuit

(*Continued from page 4*)

over programs is causing plenty of consternation in Washington legal circles. It wouldn't surprise observers to see NAB intervene in highest court proceedings as a "friend of the court."

FCC's program front activity has caused at least one top flight advertising agency, which also engages in public relations, to propose a new-type consulting and inventory service for stations to bring program balance up to snuff.

FORMATION of another network, possibly with backing of Floyd Odlum's powerful Atlas Corp., which had invested in defunct Associated Broadcasting System, reported last week in New York. Understanding was that application for transcontinental network lines had been made to AT&T, perhaps on exploratory basis.

ABC IS REPORTED closing deal for opening 9:00-9:15 a.m. EST segment of *Breakfast Club* on ABC at approximate cost of $12,000 per week, time and talent. Quaker Oats Co. Chicago, and Prudential Life Insurance Co., New York, said best prospects. If former should sign they will continue ABC sponsorship of *Ladies Be Seated*, but Prudential would cancel *Jack Birch Show*. Earlier last week Swift & Co. Chicago, added 9:15-9:30 a.m. EST segment to its sponsorship on *Breakfast Club* (story page 20).

June Martin is a graduate of the University of Minnesota home economics department.

Come Into Our Kitchen . . .

You'll be glad you did! Good things to eat, and watch the listeners eat 'em up on this, "The Happy Kitchen"—Kansas City's oldest and most popular household service program.

She's just as genial and enthusiastic as she looks! June Martin, KMBC's graduate home economist, is one of radio's best informed food authorities. Conductor of cooking schools from coast-to-coast under auspices of the National Livestock and Meat Board, Miss Martin is a real food scientist. She came directly to KMBC from the home economics department of the Commonwealth Edison Company.

You're right—here again is just the kind of people you like to know, friendly and well qualified.

KMBC

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